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SUSTAINABILITY PERFORMANCE



**EILEEN
FISHER**



Bayer CropScience

Portland Marriot Downtown Waterfront, 9 November 2014

Textile Exchange
Organic Cotton Round Table



Global Organic Cotton Life Cycle Assessment

**Presentation at the Organic Cotton Round Table
November 9th 2014**



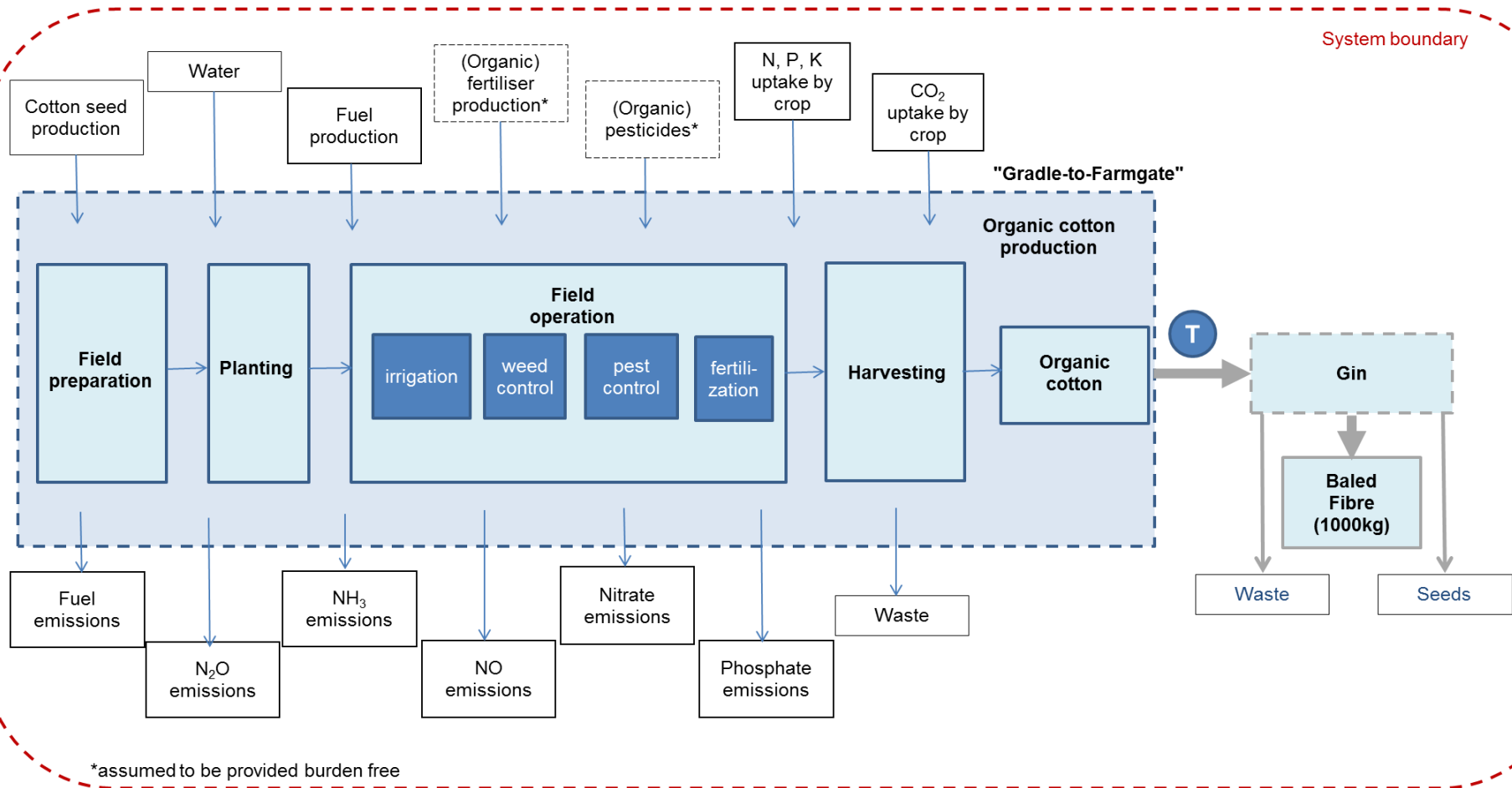
Goal & Scope Definition

Life Cycle Impact Assessment (Example)

Values in Perspective & Interpretation

Outline Conclusions

System Boundaries Organic Cotton



Goal and Scope Definition Summary

Harmonized with conventional benchmark

Item	Definition
Function	Cotton fiber required for further use in Textiles/Apparel
Functional unit definition	1000 kg fibre (ginned)
System boundary	Cradle – to – gate (at gin) according to system boundary graph. Excluded from system boundary are: Infrastructure, human and livestock labour. Sensitivity analysis on exclusions.
Geographical representativeness	5 top producers (India, Turkey, China, Tanzania, US). Farm size and number of farmers determine representativeness in each region differently.
Time representativeness	Different in different regions, up to 5 most recent yrs covered
Impact categories	GWP, AP, EP, PED, water use & consumption, (Screening USETox)
Data quality	Primary data for the entire agricultural process and ginning, secondary data for upstream processes
Allocations	Price allocation based on average as in Cotton Inc. study, sensitivity analysis extra.



Goal & Scope Definition

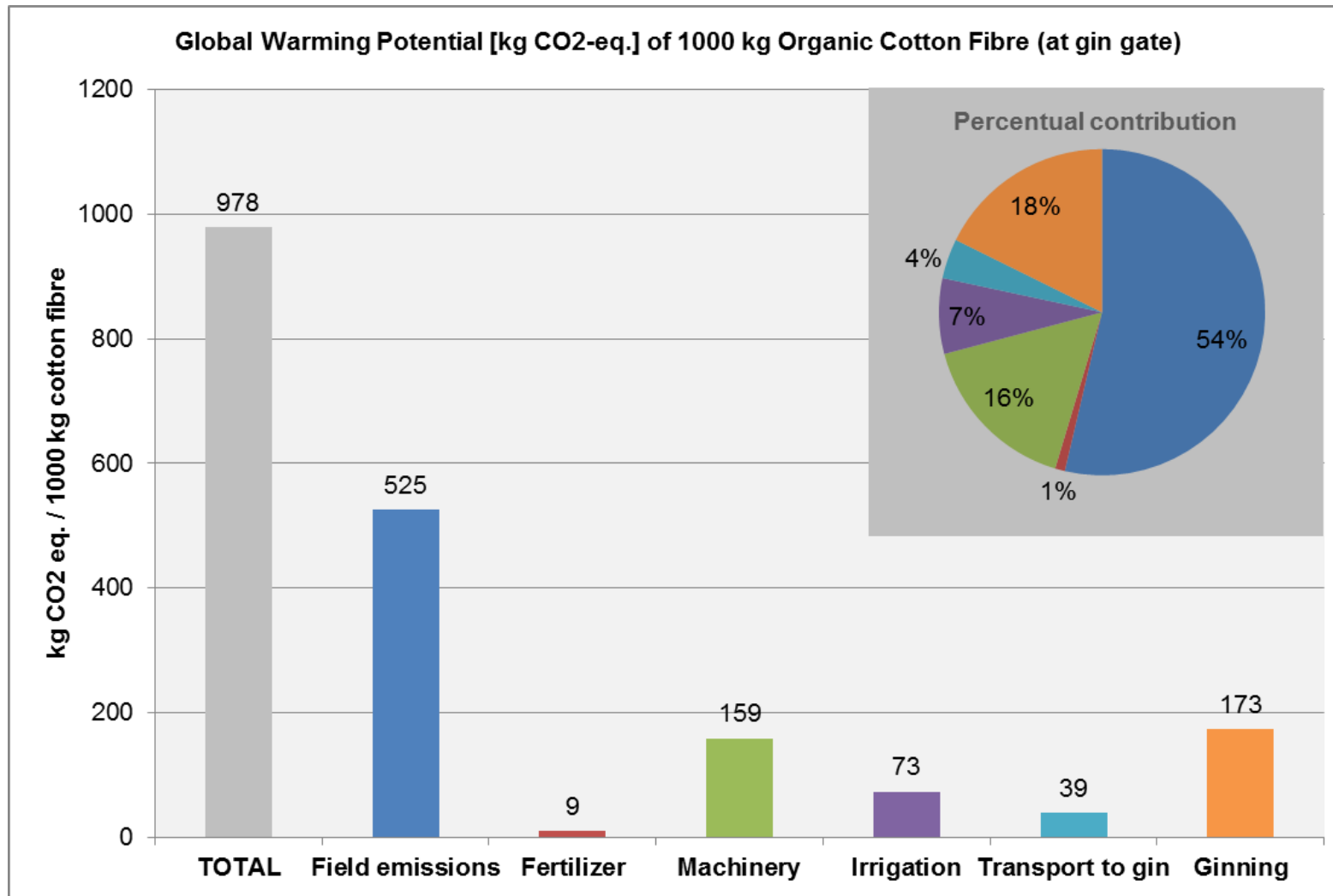
Life Cycle Impact Assessment (Example)

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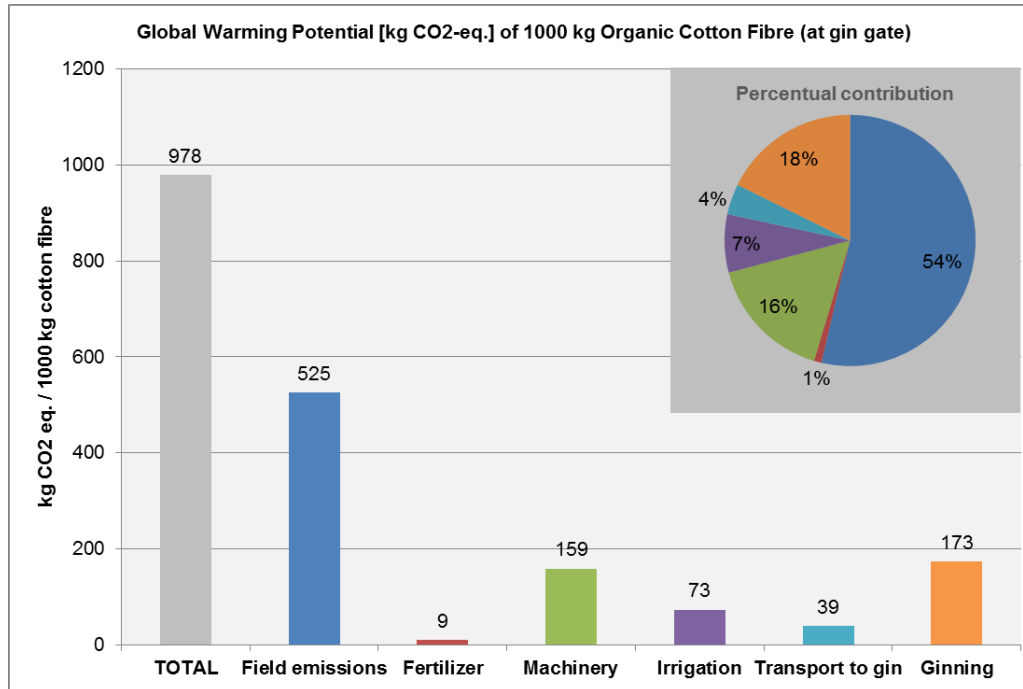
Global Warming Potential of Organic Cotton Fiber

Contribution of agricultural activities and ginning



Global Warming Potential of Organic Cotton Fiber

Contribution of agricultural activities and ginning



- Field emissions dominate (>50%): mostly due to nitrous oxide
- Ginning highly relevant: electricity provision
- Machinery use significant: combustion of fossil fuels
- Irrigation: pumping requires fossil fuel
- Fertilizer is almost negligible: very little mineral fertilizer, organic fertilizer burden free

GWP (excl. biog. C) = 980kg CO₂-eq. / 1t organic cotton fibre



Goal & Scope Definition

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Organic Cotton Fiber

Results in perspective

- Intention of this project: provision of representative LCIA of organic cotton – no comparative assertion
- Following section: display of results side by side to put values in perspective
- Two independent peer-reviewed studies, comparability not verified → comparison is of indicative value
- Aggregation into global average vs. regional conditions and variability
- All LCA data/studies: dependence of results on methodological assumptions and system boundary definition (scenarios)
- Environmental impacts calculated as *potentials* → saving potentials
- Absolute numbers should always be interpreted with care
- Best available data

Organic Cotton Fiber

Results in perspective

Impact	Unit	Conv. Benchmark	Organic	Main difference
GWP*	kg CO ₂ -eq. / 1000 kg fiber	1,800	978	Fertilizer Use (500 kg CO ₂ eq.)
AP	kg SO ₂ eq. / 1000 kg fiber	18.7	5.7	Emissions from fertilizer (field emissions), Energy Use
EP	kg PO ₄ ³⁻ eq. / 1000 kg fiber	3.8	2.8	Soil protection, cover crops, nutrient input
Water consumption	m ³ / 1000 kg fiber	2,120	182	Irrigation (climatic conditions)
PED	MJ / 1000 kg fiber	15,000	5,760	Production of fertilizer, energy use

* Carbon uptake in cotton plant is not considered as it is only temporarily stored in the product and will be released at the End of Life of the product

Scenarios

- Allocation (“real prices”)
 - Provision of organic fertilizer – account for storage (alternative assumption: organic systems require input of farm yard manure as fertilizer, thus close interconnection with life stock system, part of the reason to keep life stock is to receive fertilizer)
 - Composting of field residues: model emissions and provide avoided burden scenario
- Large variability in results depending on methodological approach and modelling assumptions



Goal & Scope Definition

Life Cycle Impact Assessment (Example)

Values in Perspective & Interpretation

Outline Conclusions

Preliminary Conclusions

Summary

- Reliable, transparent LCA inventory on organic cotton now available
- Organic cotton production system appears as an extensive cultivation system that is well adapted to available resources and natural conditions
- Organic cotton appears to have a good environmental performance when compared to published data
- Representativeness of data could be improved by systematic data collection



Preliminary Conclusions

Summary -continued

- Some environmental impact routes (biodiversity, carbon sequestration in soils) are difficult to assess in a LCA framework and are not investigated in this study. Organic cotton could potentially also show advantages over conventional production systems with regard to these aspects.
- Further aspects than those investigated in this study need to be considered for a holistic assessment of sustainability of different production systems



To be continued...



Textile Exchange
Organic Cotton Round Table

SEED DIALOGUES

Results of the Global Seed Inventory

Mans Lanting, Lanting Agriconsult



Presentation Portland: seed task force, preliminary results of the survey

E. Lammerts van Bueren, E. Nuijten (Louis Bolk Institute, the Netherlands)


H. Lanting (Lanting AgriConsult, The Netherlands)

November 2014



Objectives of the survey

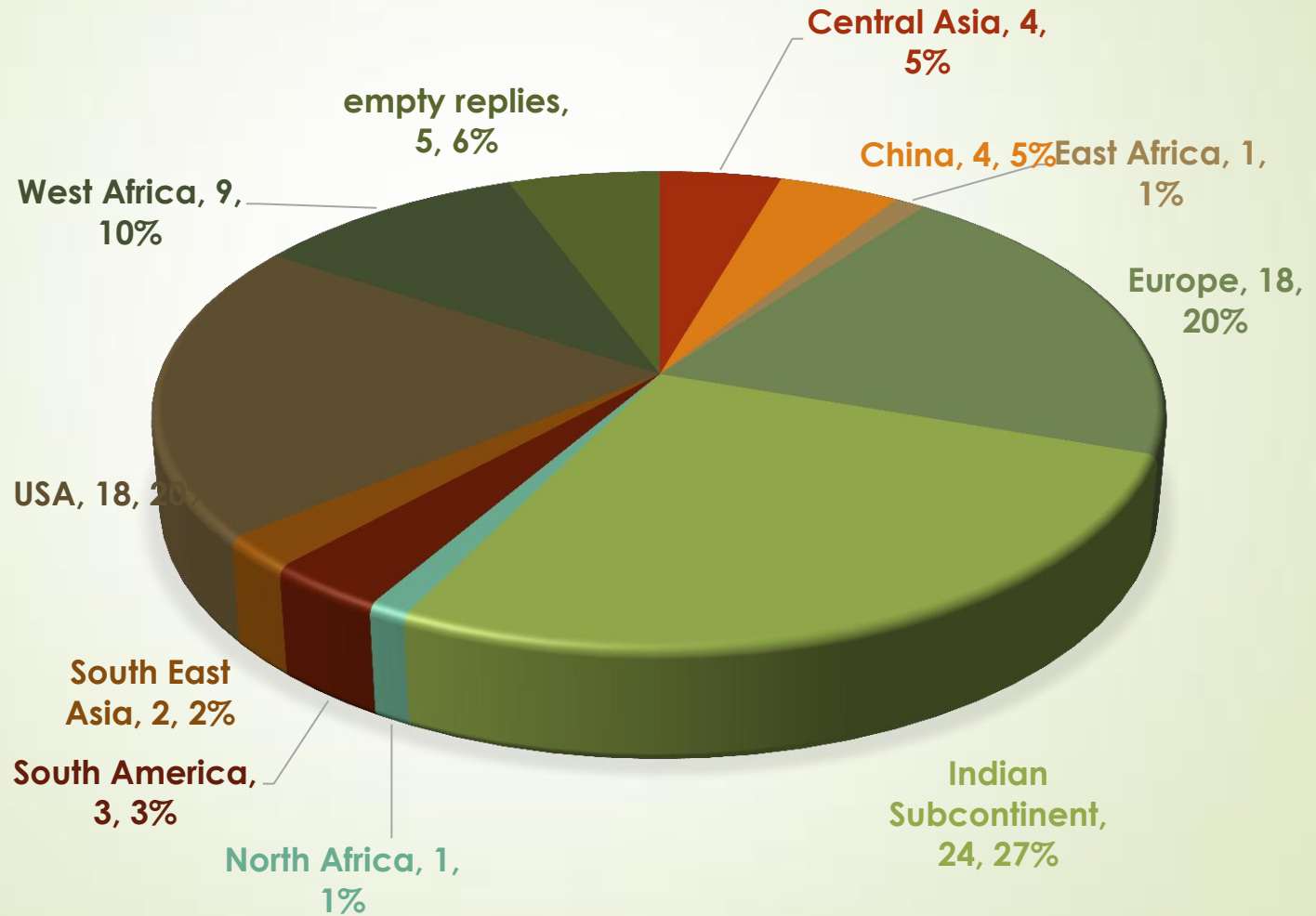
- Find out in which parts of the world **organic cotton seed** is difficult to obtain
- Find out how important **contamination of organic cotton with GM cotton** is in different parts of the world for different actors in the chain
- Get an impression whether it would be required to set up organic seed production programs and in which regions
- Prioritize the regions
- Get an idea how much a seed program would cost
- Get an idea about the developments in the market according to the different actors in the chain
- Get an idea how much congruence in expectations of development of the market exists between various actors in the chain



How many people were approached and how many responded

- ▶ 955 people were approached
- ▶ 93 mails bounced
- ▶ 2 persons opted out
- ▶ 80 persons responded
- ▶ So about 9% responded, which is within normal response volume range
- ▶ Via weblink another 9 persons responded.
- ▶ 5 respondents filled no data at all except address

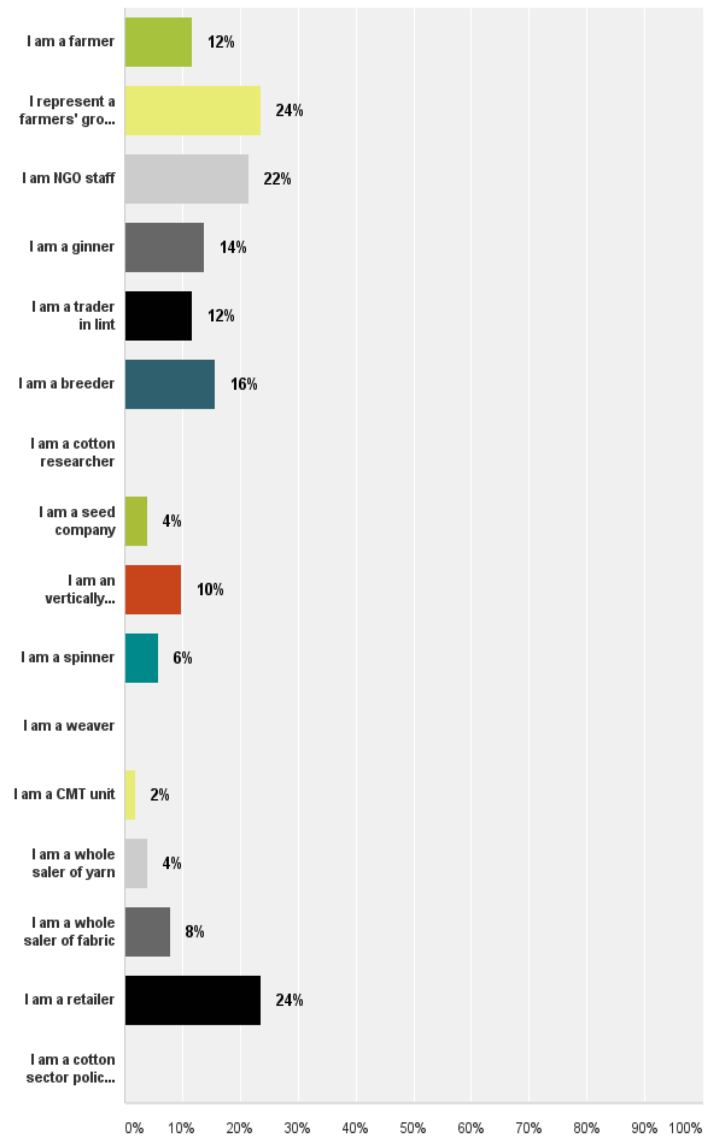
From which continents did we receive responses



Who responded?

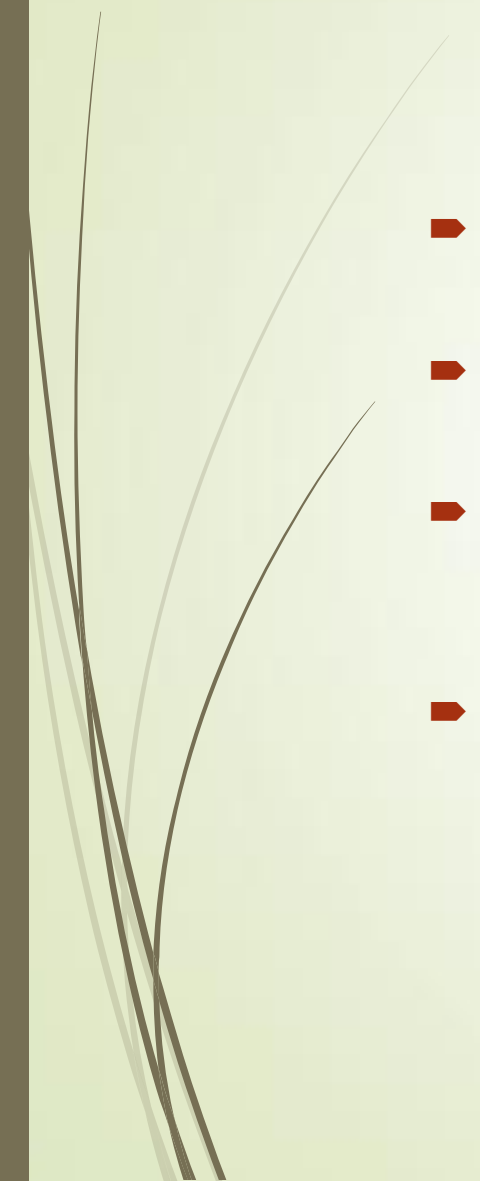
Q27 Could you check the category below which best describes your main field of work?

Answered: 51 Skipped: 0





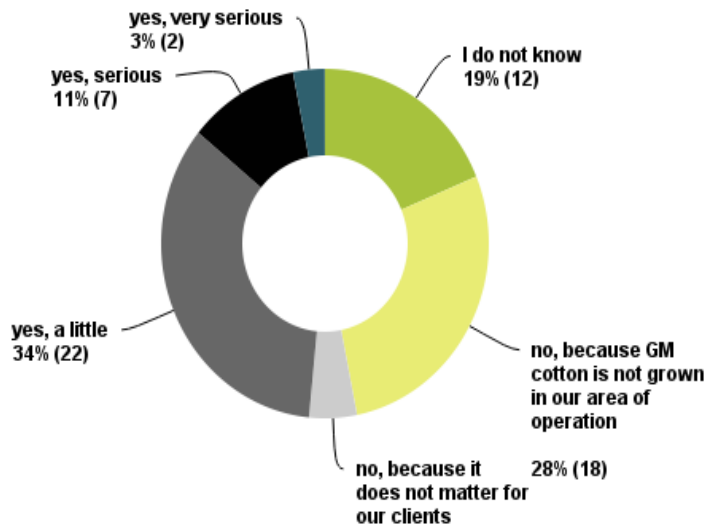
Limitations of the study

- It is a survey under members of Textile Exchange and as such it is biased towards organic
 - Respondents from each country are too few in number to arrive at statistically reliable conclusions
 - Respondents show also a relative lack of insight in the chain when individual responses are checked, thus the results show opinions rather than expert judgements
 - The results should be interpreted as a probable picture that requires validation through further investigation
- 

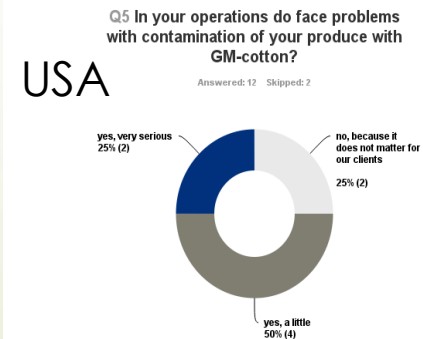
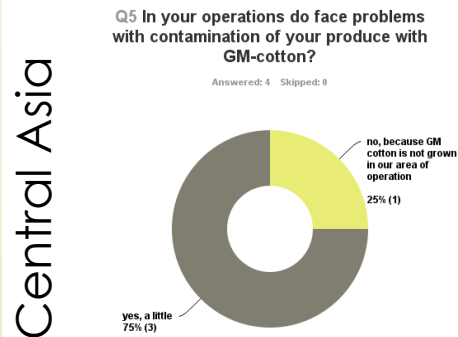
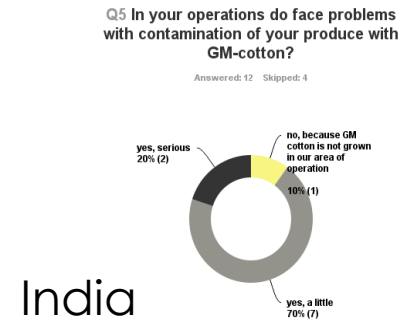
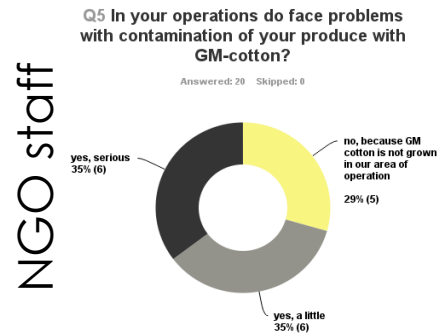
Close to 50% of the respondents face problems with GM-contamination

Q5 In your operations do face problems with contamination of your produce with GM-cotton?

Answered: 64 Skipped: 25



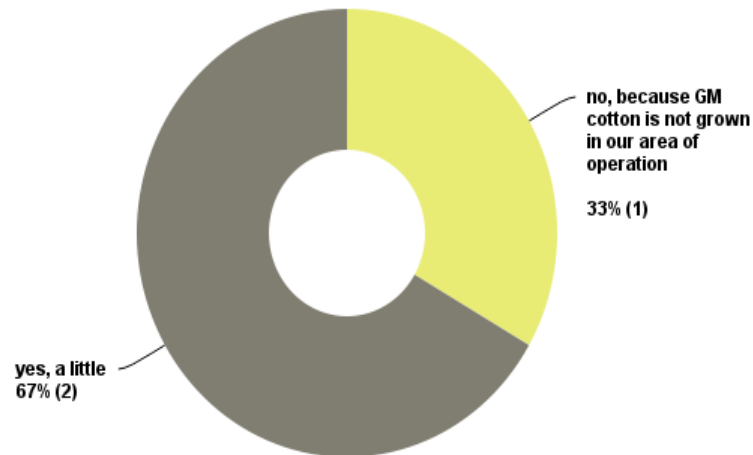
Responses show that contamination problem is fairly serious.



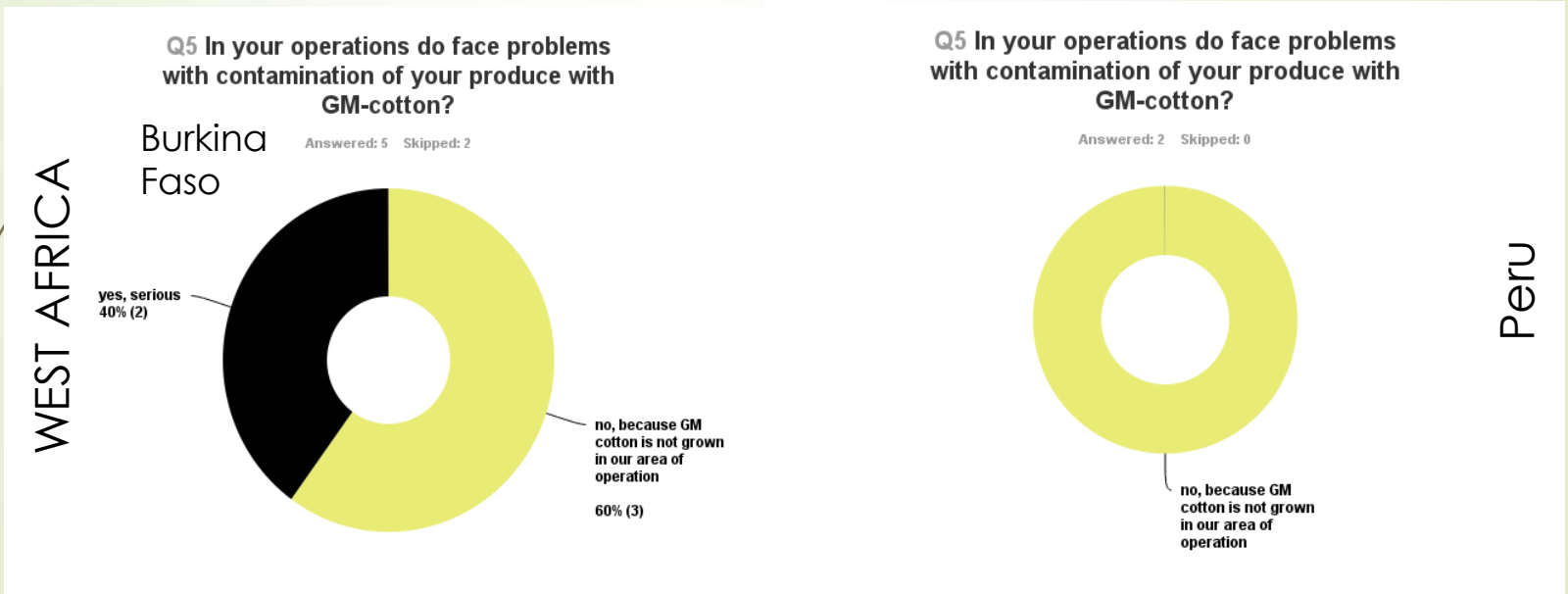
In China contamination with GM-cotton is also an emerging problem

Q5 In your operations do face problems with contamination of your produce with GM-cotton?

Answered: 3 Skipped: 1



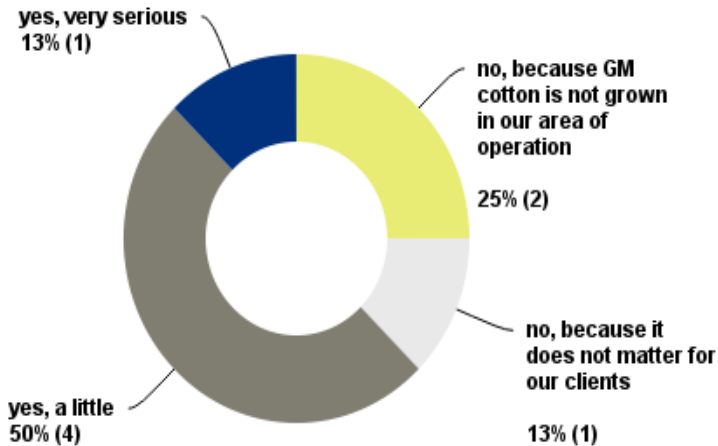
West Africa experiences a problem with GM but Peru none



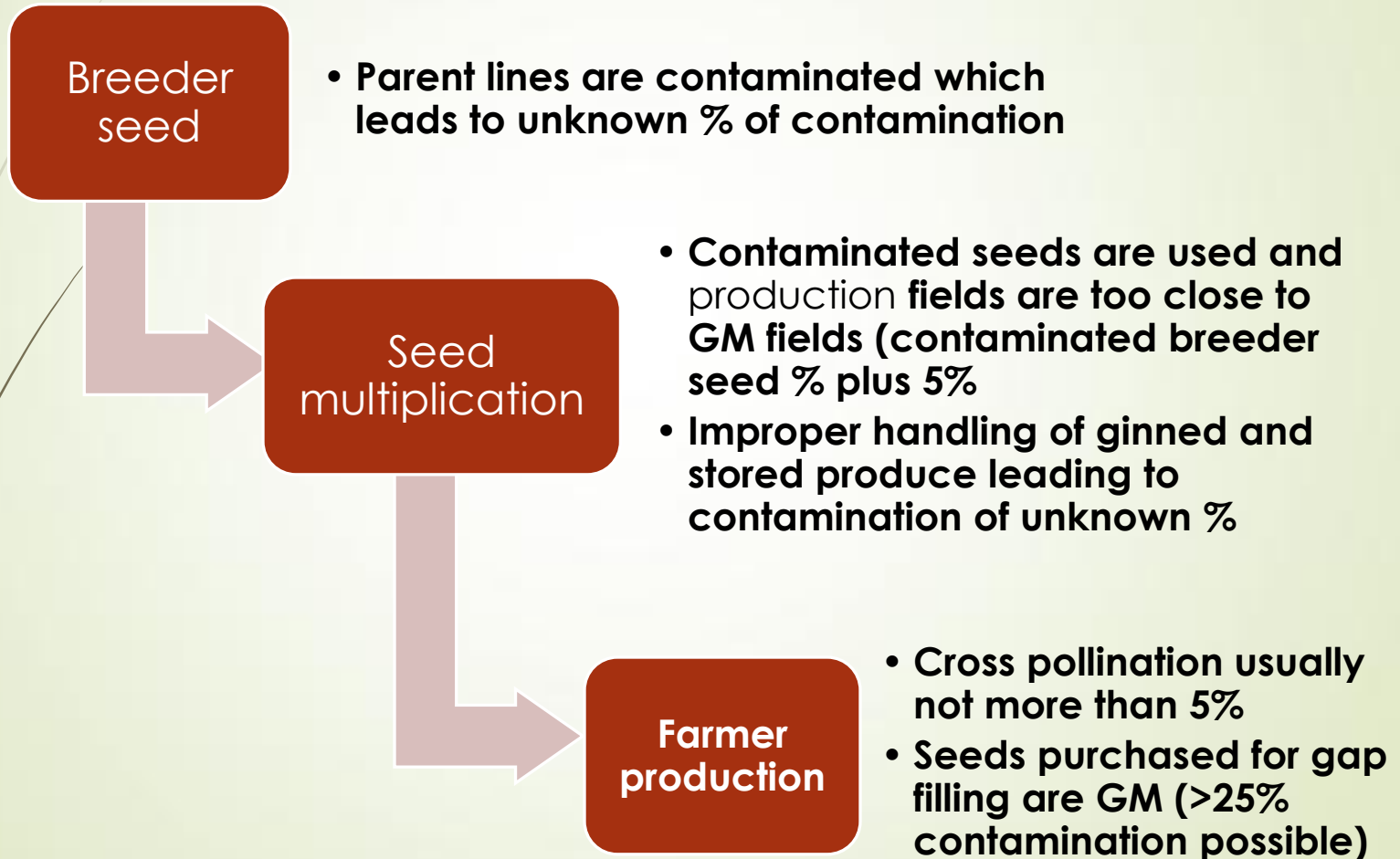
What is the opinion of breeders?

Q5 In your operations do face problems with contamination of your produce with GM-cotton?

Answered: 8 Skipped: 0



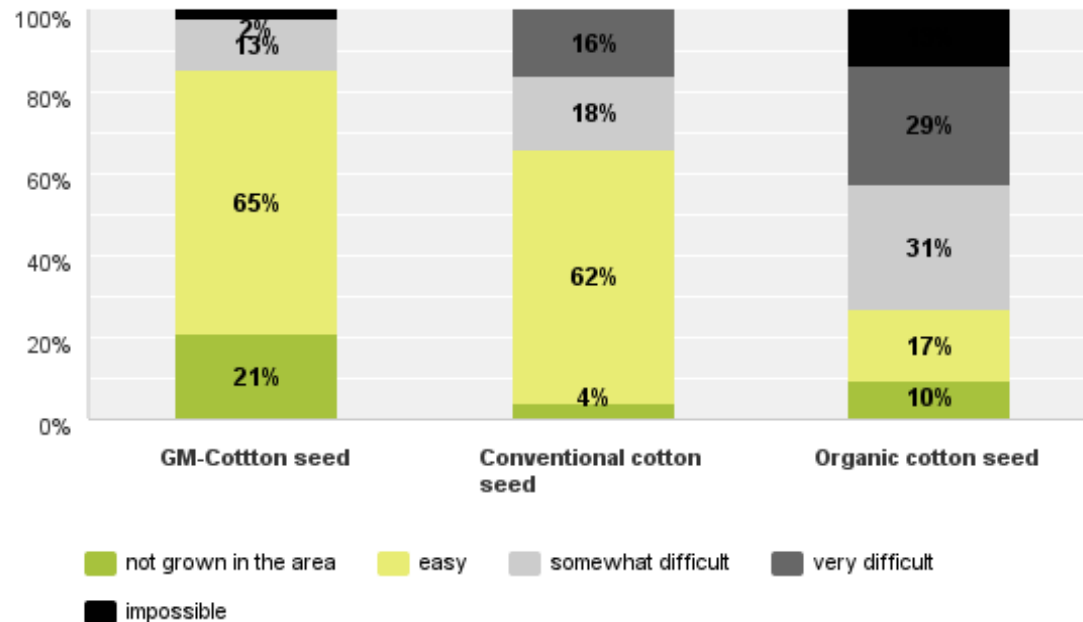
Possible ways of contamination which are unintentional



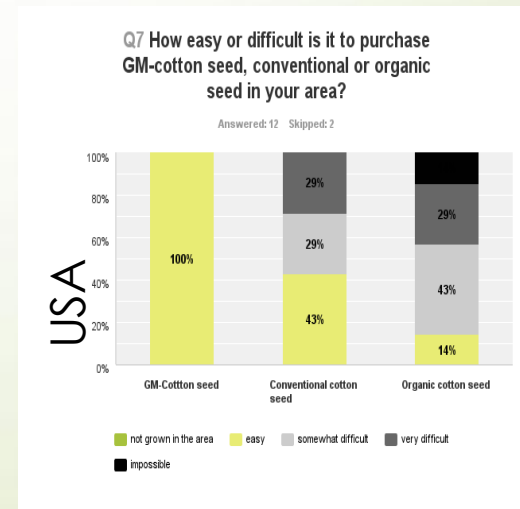
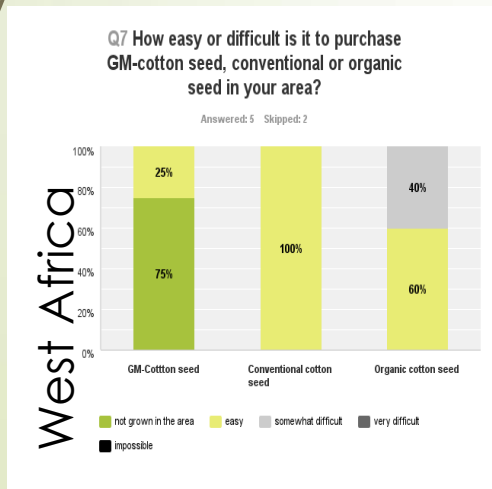
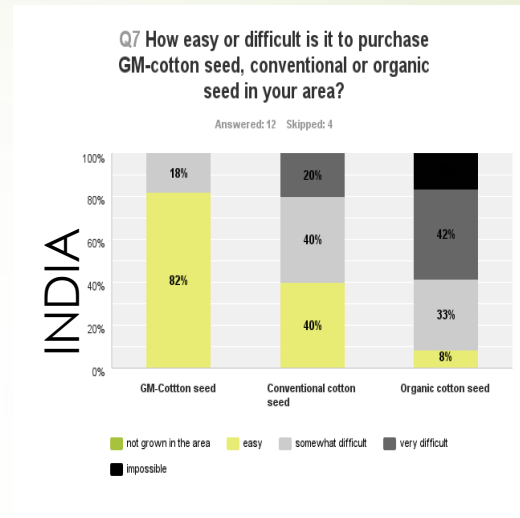
About 73% of respondents are of opinion that it is difficult to purchase organic cotton seed.

Q7 How easy or difficult is it to purchase GM-cotton seed, conventional or organic seed in your area?

Answered: 64 Skipped: 25



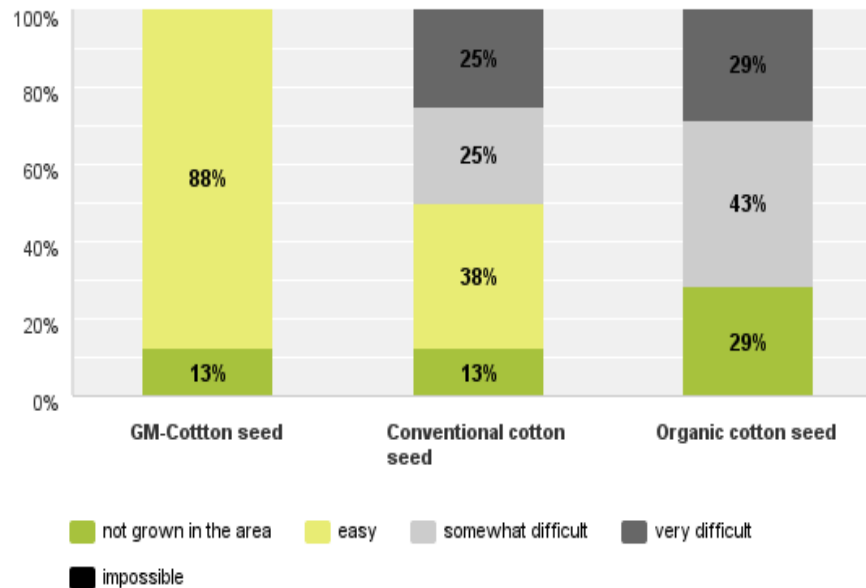
It is particularly difficult in India and USA to purchase organic cotton seed.



What do breeders think about seed availability?

Q7 How easy or difficult is it to purchase GM-cotton seed, conventional or organic seed in your area?

Answered: 8 Skipped: 0

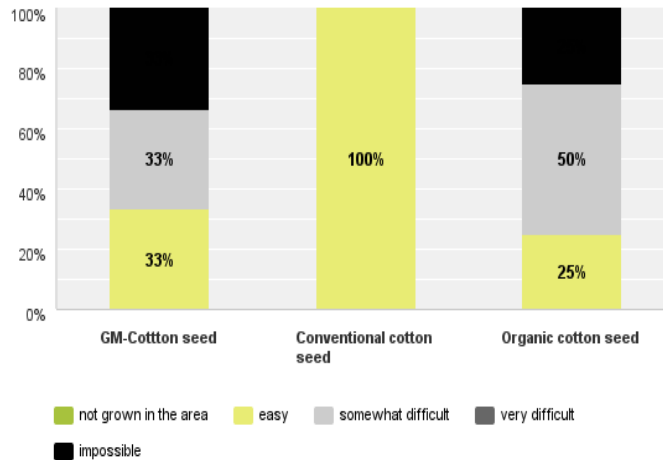


In Central Asia conventional seeds are easy to purchase just as in Peru but organic seeds are not easy to purchase.

Central Asia

Q7 How easy or difficult is it to purchase GM-cotton seed, conventional or organic seed in your area?

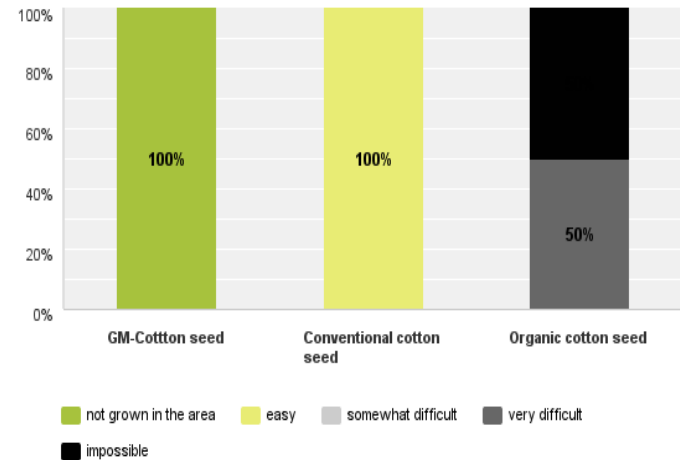
Answered: 4 Skipped: 0



Peru

Q7 How easy or difficult is it to purchase GM-cotton seed, conventional or organic seed in your area?

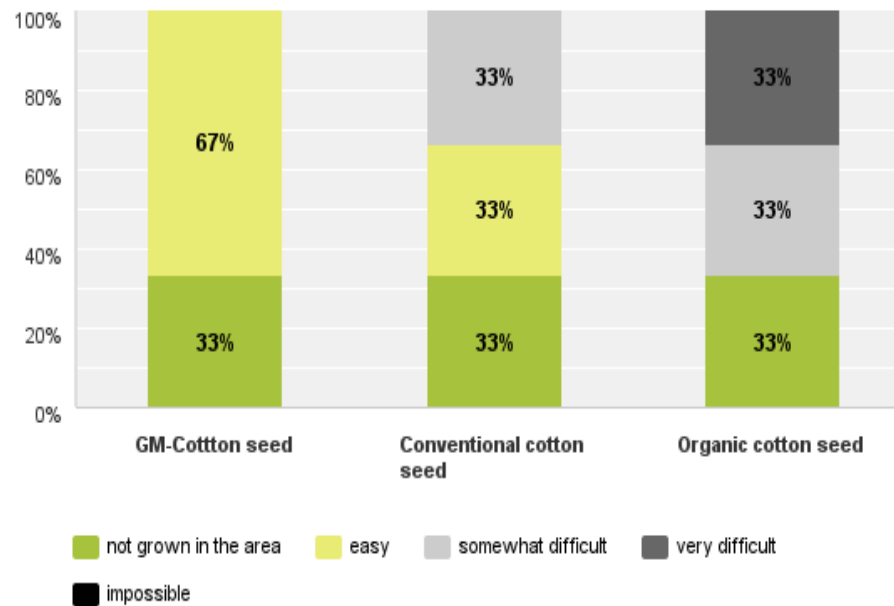
Answered: 2 Skipped: 0



In China it appears to be a mixed picture but organic seeds seem to be not so easy to purchase

Q7 How easy or difficult is it to purchase GM-cotton seed, conventional or organic seed in your area?

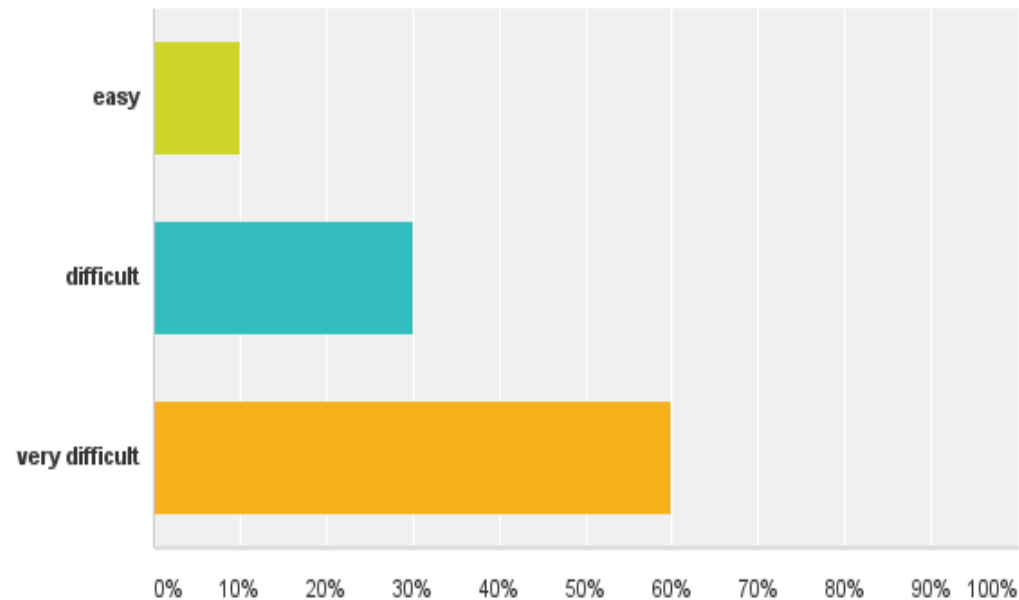
Answered: 3 Skipped: 1



90% of organic cotton growers has the opinion that it is difficult to purchase organic seed

Q54 How easy is it to purchase your organic seed?

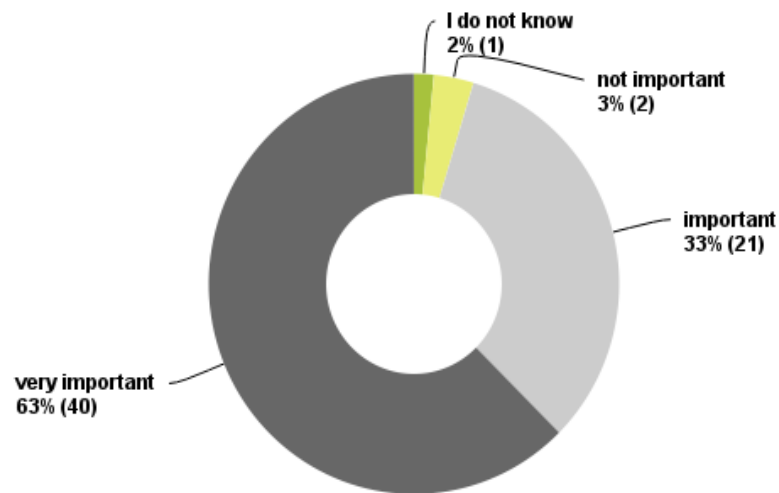
Answered: 10 Skipped: 68



Almost 96% of the respondents feel that it is important to develop programs that ensure availability of non-GM seeds

Q8 How important in your opinion is it to develop programs to ensure availability of non-GM cotton varieties?

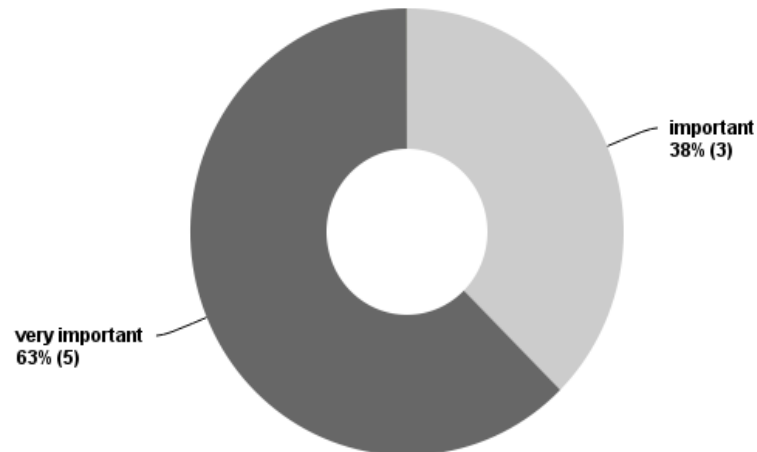
Answered: 64 Skipped: 25



What do breeders think about the need to have seed programs?

Q8 How important in your opinion is it to develop programs to ensure availability of non-GM cotton varieties?

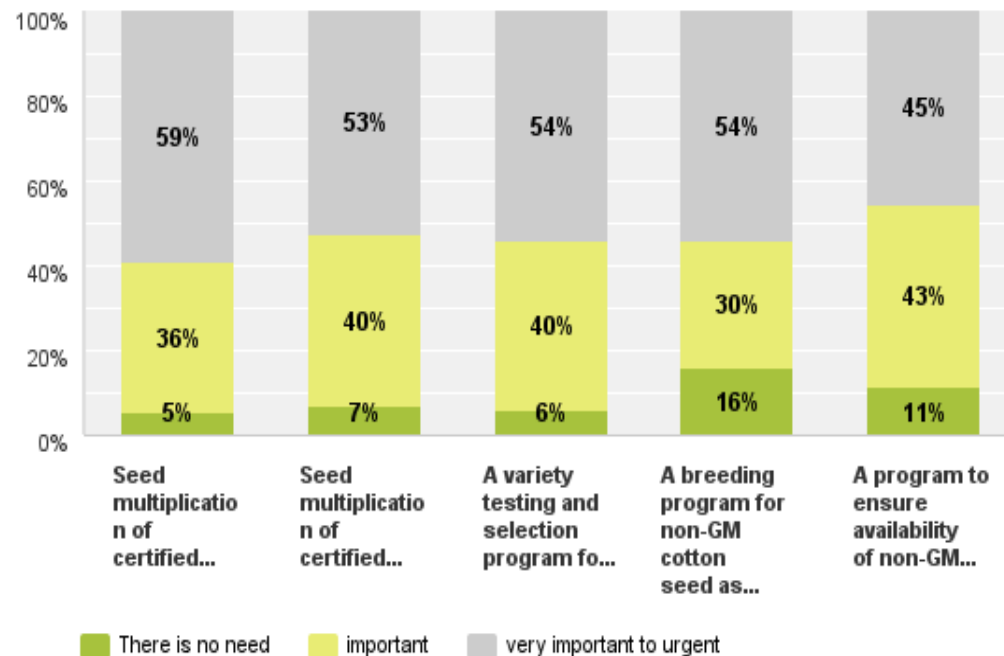
Answered: 8 Skipped: 0



There is a slight preference for seed multiplication programs for non-GM seed

Q9 What kind of seed program should it be?

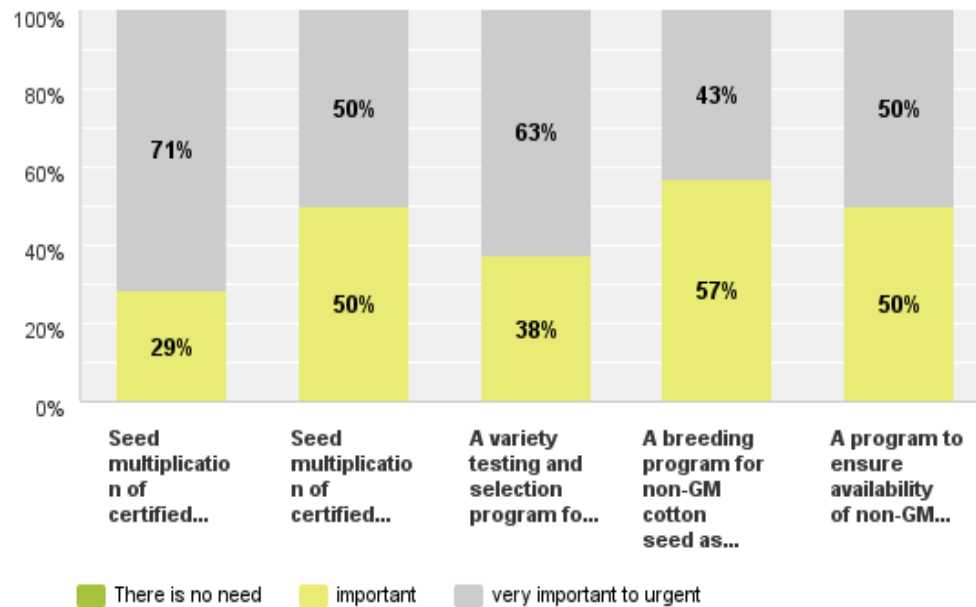
Answered: 64 Skipped: 25



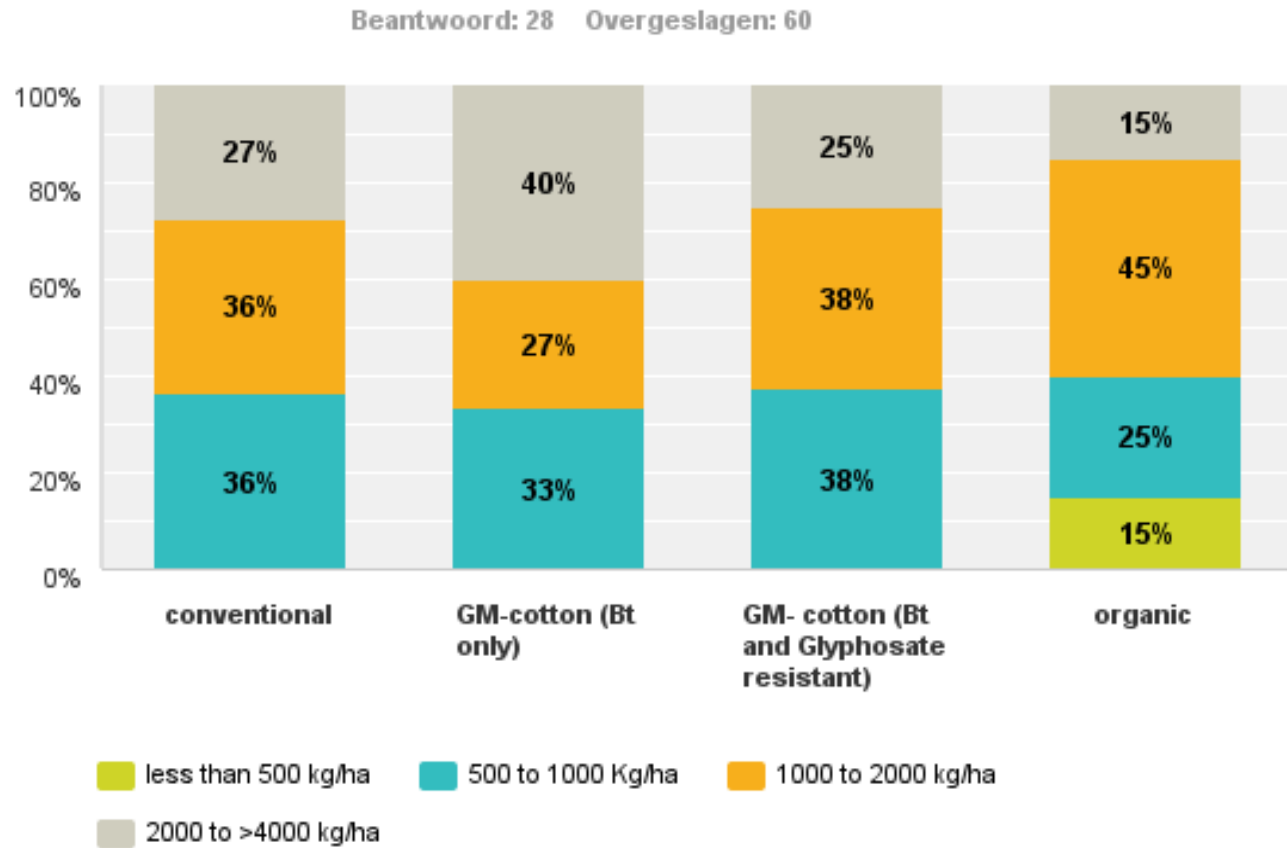
Breeders give preference to seed multiplication programs for conventional seed

Q9 What kind of seed program should it be?

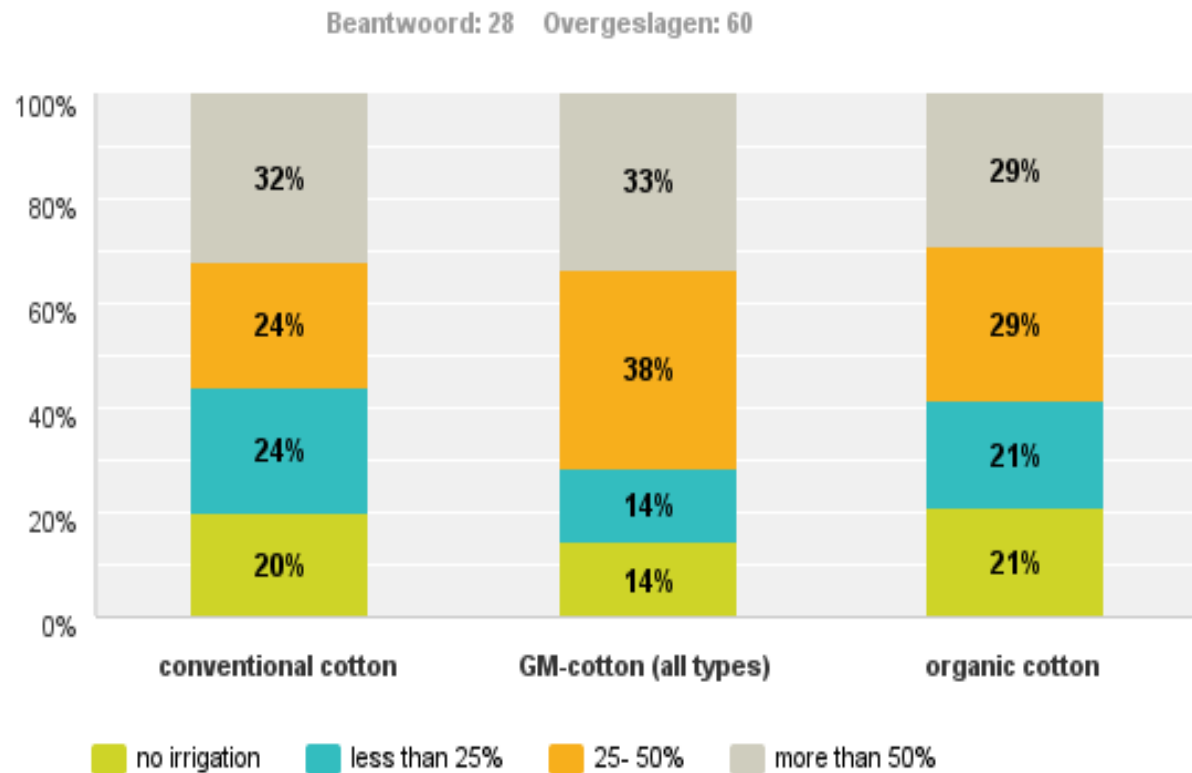
Answered: 8 Skipped: 0



GM cotton gives higher yield but is also grown more under irrigation.

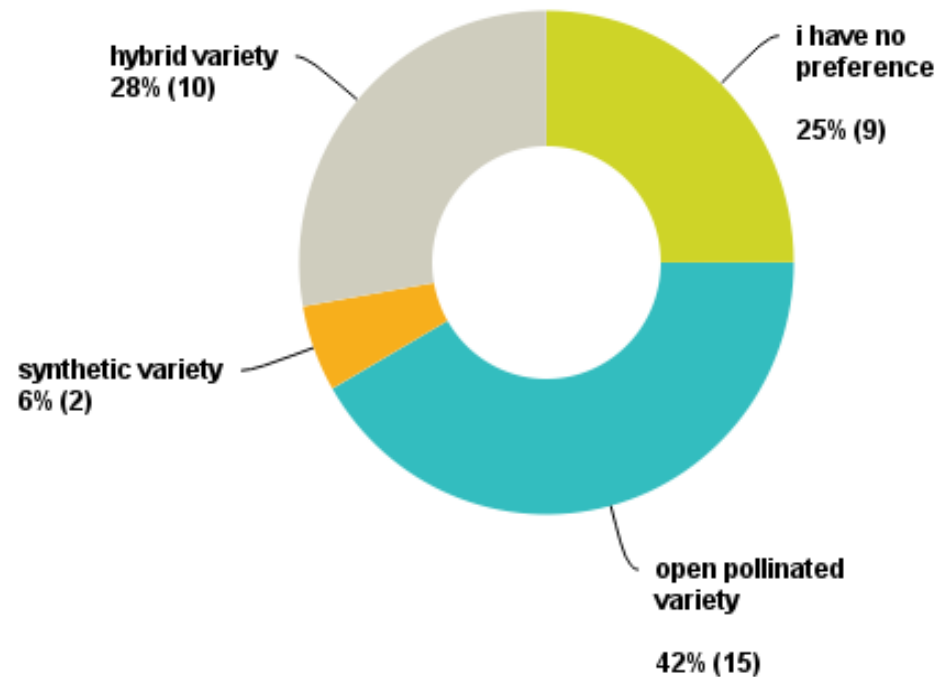


What percentage of the area under different growing systems is irrigated?



Q24 Is your ideal cotton an open pollinated variety, a synthetic variety or a hybrid? For what reason?

Beantwoord: 36 Overgeslagen: 52



Conclusions

- ▶ Contamination with GM is a problem almost everywhere with exception of Peru and West African countries where GM cotton is not permitted
- ▶ Access to organic seed is a major problem everywhere (no exception) and needs to be addressed first through variety selection and multiplication programs followed by breeding programs.
- ▶ In India and Central Asia hybrids should be multiplied, in other areas preferably open pollinated varieties.
- ▶ GM cotton yields more than organic cotton but in some situations organic cotton can also yield more than 4 MT/ha
- ▶ Cotton faces serious competition by other crops as it is risky, labour and capital intensive. The area of cotton might decrease.

The way forward

- ▶ Given the fact that more than 70% of all organic cotton originates from India and that the problem with contamination and seed supply is substantial in India, priority needs to be given to India in developing seed programs for organic cotton production programs
- ▶ In the USA the problem of organic seed and contamination is very serious. It might be important to bring interested parties together and revive the ailing organic cotton sector in the USA.
- ▶ The responses also warrant to pay attention to Central Asia (including Turkey) and East Africa (Tanzania, Ethiopia as a new entrant)
- ▶ We need to look further into China's, West Africa's and South America's issues.
- ▶ **It is proposed to start brief meetings with representatives of the regions at the TE meeting in Portland. Agenda will be to verify results of survey, plan regional workshops, identify a promoter/facilitator and develop a budget.**

The way forward

- ▶ In order to ensure that farmers continue to grow organic cotton seed supply alone is not enough. The yields have to be increased and the risk of production has to be decreased. **Thus a program to support farmers with proper skills and technology to grow organic cotton needs to be developed.**
- ▶ **We strongly recommend the brands to invest in these programs to ensure future supplies of uncontaminated organic cotton**
- ▶ **To finance such programs, it is suggested that you sell, as a voluntary option to the consumer, with each shirt symbolically seeds that will be planted for the next shirt...**



Textile Exchange
Organic Cotton Round Table

SEED DIALOGUES

Panel Discussion

Mans Lanting, Lanting Agriconsult

*Edith Lammerts van Bueren, Louis Bolk Institute/
Wageningen University*

Jane Dever, Agrilife

Brent Crossland, Bayer CropScience



NEW HORIZONS FOR ORGANIC COTTON

The India Organic and Fair Cotton Secretariat

Alison Ward, CottonConnect

Organic and Fair Cotton Secretariat

Prabha Nagarajan is leading the Organic and Fair Cotton Secretariat in India



Organic and Fair Cotton Secretariat Participants

Recent attendees of the OFCS meetings represented the following organisations:

Agromax, Arvind Mills, BioRe India, C&A Foundation, Chetna Organics, Control Union, CottonConnect, CSA, Fairtrade India, Hyderabad, Pratibha Syntex, Spectrum International and Textile Exchange

Organic and Fair Cotton Secretariat

- A multi-stakeholder invested Organic and Fair Cotton Secretariat needed to be established at once to identify and work on the key objectives
 - Build an enabling environment for developing responsible organic cotton supply chains
 - Create a credible Indian organic brand
 - Create an environment for enhancement of livelihoods for small holder organic farmers

First meeting in Bangalore, April 2014

During the first meeting participants discussed the six key areas of focus and agreed that the OFCS should adopt a national co-ordinating and proactive role in these areas.



Six key areas were identified

1. Technology: Seeds/inputs/soil/water/other inputs
2. Knowledge management and research
3. Coordination with key stakeholders
4. Policy, advocacy and Government coordination
5. Quality management and integrity
6. Developing and branding organic cotton from India

Second meeting in Mumbai, July 2014

The second meeting assigned roles and responsibilities of stakeholders in the identified areas and outlined plans for further engagement through virtual and physical meetings.



Update from Prabha

Prabha Nagarajan has held preliminary meetings with the Ministries of Textiles and Agriculture and APEDA in New Delhi in early August 2014 and found

- Overall poor funding for cotton as a whole and nothing specifically allocated for organic cotton (65 crores for 5 years)
- Discontinuance of Technology Missions for Cotton
- An emphasis on high density planting for cotton
- Development of varieties and good parental lines for hybrids
- Cotton to be viewed as part of a food crops system
- No plan to revive the Organic Cotton Advisory Board
- Imminent plans to introduce the Indian Standards for Organic Textiles to enlarge the scope of the NPOP to include ginning, manufacturing and processing

Future aims of OFCS

- Identify and articulate industry needs to the relevant departments
- Keep abreast of policy and industry developments, bearing in mind that Organic cotton needs to be a critical and vital part of the Big Picture
- Support and spearhead activities of the stakeholders in all the key areas such as knowledge gathering and sharing in all the technical areas of water, soil, inputs and especially seed
- Endeavour to create a climate for a vibrant and strong present and future for Organic and Fair trade cotton in India, one that all stakeholders will be justifiably proud of

Chetna Coalition: Our Pilot



Special Thanks to Our Funding Partner:



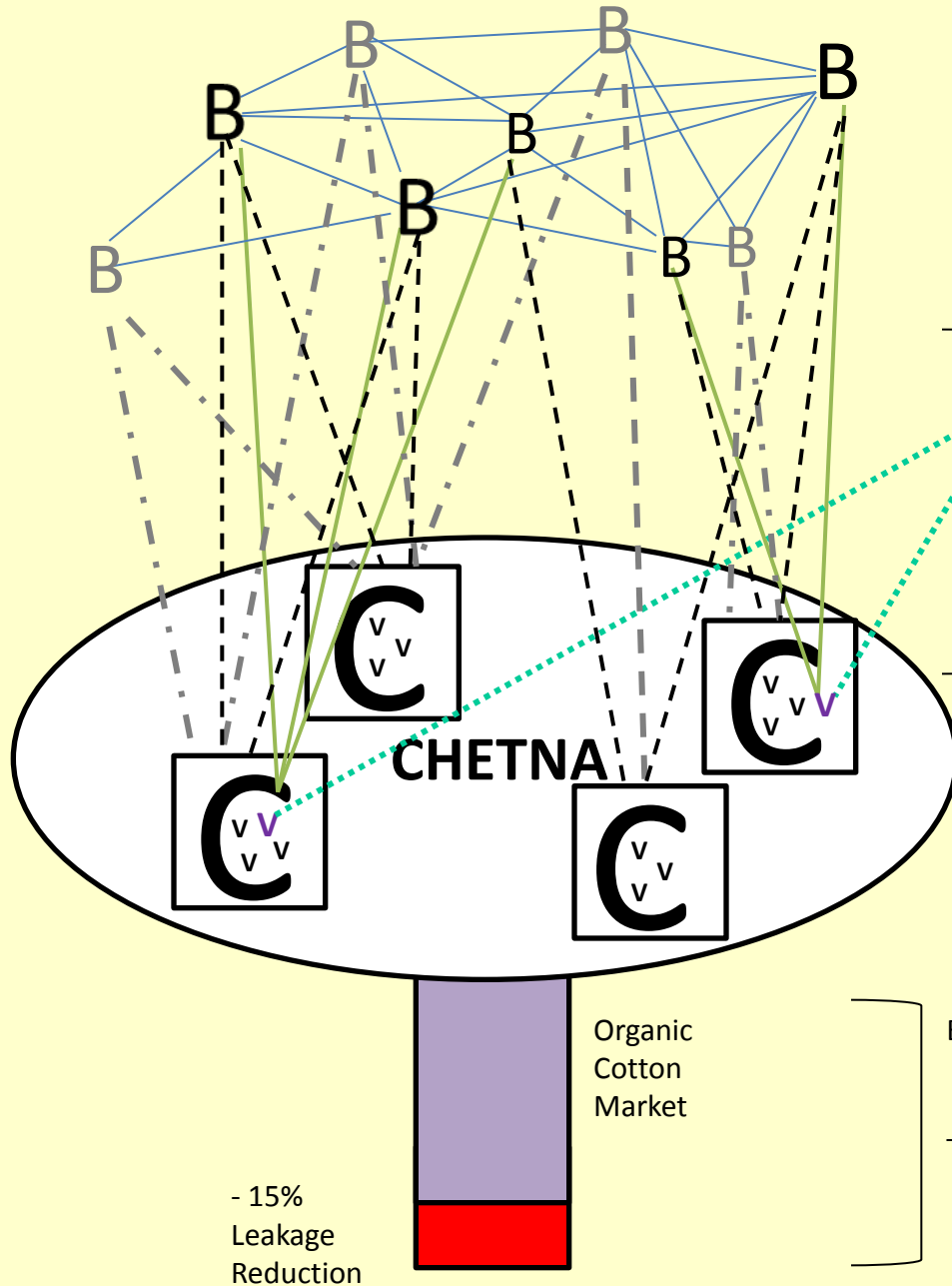
Current Organic Cotton Sourcing Practices



Chetna Coalition:
Creating Collaboration and
Shared Value



CHETNA COALITION



- SUSTAINABLE BRAND COMMUNITIES:**
- Linking brand communities for regional sourcing partnerships
 - Creating collaboration, shared learning, and risk reduction for sourcing commitments and continued and responsible farm-level engagement
 - Coordinating lint purchases

- ENHANCING TRANSPARENCY, TRADE, AND SUSTAINABILITY:**
- Guaranteeing long-term sourcing relationships for selected villages with sustainable sourcing volumes
 - Establishing full traceability and source separation for coalition villages
 - Delivering cost savings through prefinancing, direct premium payments, and access to capital
 - Coalition attracts new brands through value added services

- SUSTAINABLE FARMING COMMUNITIES:**
- Linking brand commitments to village communities
 - Monitoring, measuring, and incentivizing continuous improvement with the 3DPNL (social, environmental, and financial sustainability tool)

- EXPANDING AVAILABLE ORGANIC COTTON SUPPLY:**
- Coalition Brands to secure ~ 400MT of lint cotton
 - 15% reduction in cotton lost to conventional market

- 15% Leakage Reduction





Textile Exchange
Organic Cotton Round Table

The Organic Cotton Accelerator

Panel Discussion

Leslie Johnston, C&A Foundation

Liesl Truscott, Textile Exchange



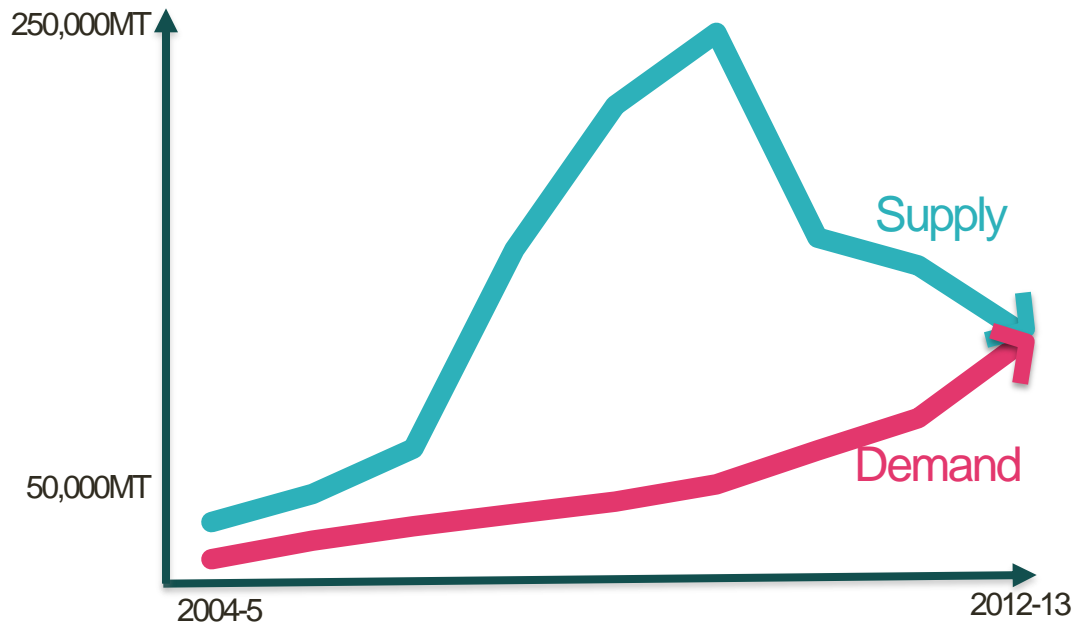
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**LET'S GROW
THE FUTURE
TOGETHER**

RECAP - OUR SHARED CHALLENGE

Demand for organic grows but organic cotton production is at risk.

Global production has declined by almost 50 percent over the past five years.



RECAP - OUR SHARED CHALLENGE

Specifically, for smallholder farmers, the following are key barriers:

- Inability to Access Quality Seed
- Insufficient Incentives
- Availability of Other Sustainable Cotton Farming Systems
- Inability to Access the Organic Market

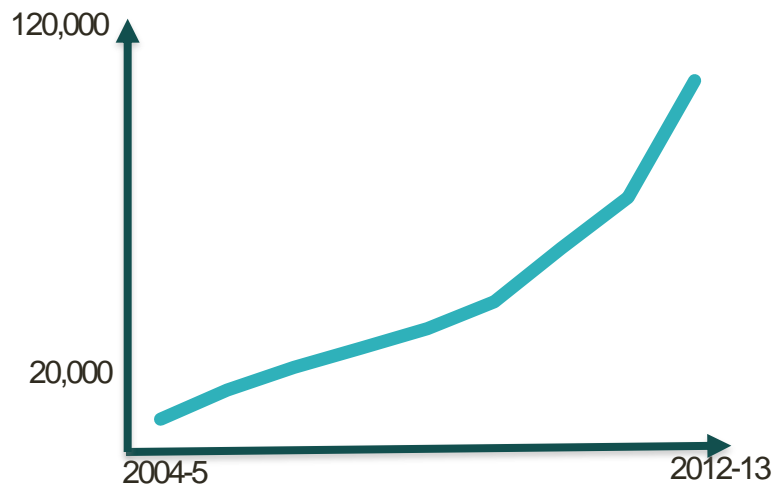


RECAP - OUR SHARED CHALLENGE

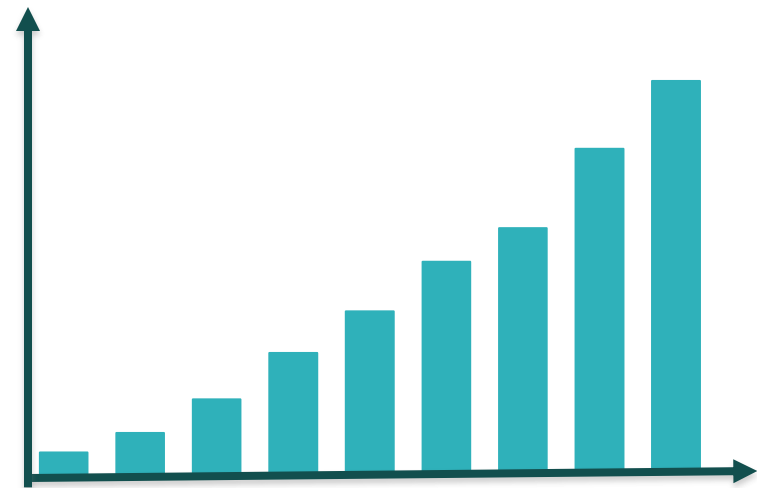


From the demand side, brands and retailers also face barriers, including:

- Business Case
- Integrity
- Market signals

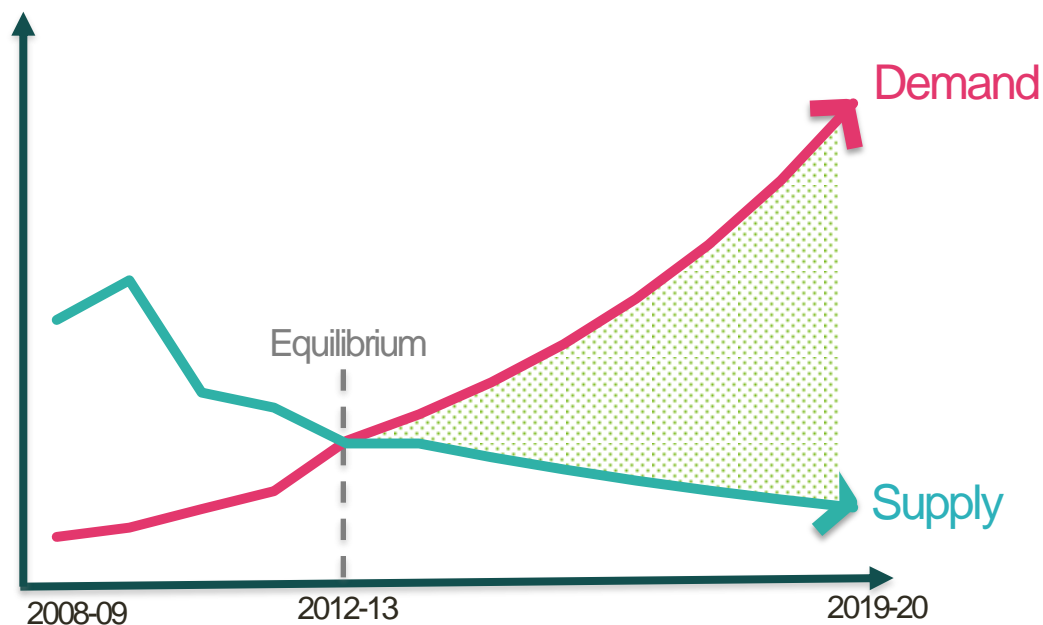


Organic Cotton Retail Sales (USD Billion)



WHERE ARE WE HEADING?

According to insights into demand targets, a growth of 19 per cent per year could be conservative.



(Note, historic growth over the past five years averages 32 per cent).

RECAP – THE CONCEPTION OF THE OCA

The Organic Cotton Accelerator's foundations were in an **Inquiry Process** that Textile Exchange, along with partner, Change Agency, undertook with brands and retailers who are successfully integrating organic cotton into their business.

OCA was formed during the **Organic Cotton Round Table** at the Textile Exchange Conference in Istanbul in November 2013.

C&A Foundation along with other members of the Steering Group are funding the first two years of OCA's incubation and its further growth.

OCA's **Steering Group** include **C&A, EILEEN FISHER, H&M, Kering Group, Textile Exchange, CottonConnect** and **C&A Foundation**.





MEMBERSHIP

OCA will be based on membership, with a central Secretariat which implements the core activities through two main mechanisms (1) Member Services and (2) an Accelerator Fund.

By joining OCA, members commit to a set of guiding **OCA Principles**, which underlie members' commitment to OCA's overall goal. Specifically, members agree to three key areas:

- **Organic Agriculture**
- **Integrity**
- **Continuous Improvement**



MILESTONES FOR YEAR 1 – 2014

The 1st year of incubation saw OCA achieve:

- An interlocking structure of OCA Principles and Accelerator Fund targets (provisional business plan)
- Stakeholder engagement focusing on financial and market innovations
- The Business Case for Organic (for Brands)
- Branding and Microsite



AMBITIONS FOR YEAR 2 - 2015

The 2nd year of incubation will see OCA:

- Build the governance structure
- Move into being an independent entity
- Prioritise stakeholder dialogues



**BUILDING A PROSPEROUS
ORGANIC COTTON MARKET**
BENEFITING ALL - FROM FARMER TO CONSUMER

FIND OUT MORE AND SUBSCRIBE FOR UPDATES AT
WWW.ORGANICCOTTONACCELERATOR.ORG/BETA



TASKFORCE: BUSINESS MODELS

MARKETPLACE MASTERCLASS

Thought Starters

Anup Kumar Singh, Fairtrade International
Heinrich Schultz, OrganiMark

① WHAT DOES THE CHARACTER THINK? HOW DOES HE/SHE FEEL?
MAIN ASPIRATIONS AND WORRIES?

②

WHAT DOES HE/SHE SEE?
(SOCIAL & NATURAL ENVIRONMENT; THE MARKET)

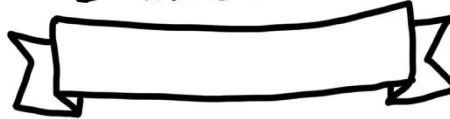
④

WHAT DOES HE/SHE HEAR?

• FROM FAMILY, FRIENDS, BOSS, CSR TEAM, COLLEAGUES, AND OT



IN THE SHOES OF



③ WHAT DOES HE/SHE SAY AND DO? (ACTIONS & ATTITUDES TO OTHER ACTORS OF THE SUPPLY CHAIN)

⑤ PAINS (FEARS, FRUSTRATIONS, CHALLENGES)

⑥ GAINS (DESIRES, NEEDS, MEASURE OF SUCCESS, CHALLENGES)

In the shoes of... a CSR manager

Company: Zero Fashions (Corporate Social Responsibility (CSR) Department)

Alice, 39, CR Manager in a listed company in Southern Europe that mainly sells through its own stores

“I have worked many years as a quality manager, travelling a lot and working with our suppliers. Production moved from Southern Europe to Eastern Europe and then to Asia, where we now also have sourcing offices. We became a member of BSCI years ago and managing social aspects became one of my responsibilities. I felt the need to operate more transparently and responsibly as I got more and more involved, attending conferences and learning about the downsides of fashion. I do believe it is more than risk management and reporting (which is how my Communications and Marketing colleagues see it). I’ve been confronted with more and more issues – the social impacts of our supply chain as well as other factors like raw materials, animal welfare, chemicals, etc. I learnt on the go as challenges arose and became our CR manager 2 years ago. I have one colleague but can hardly manage the workload at the moment. We introduced an Organic Cotton basic line (because the Marketing team wanted it) and I had to create an integrity process. I wish we had more of a strategy behind such moves....”

In the shoes of... a purchaser

Company: Bottomline Department Stores (Purchasing Department)

Martin, 53, Purchasing Head at a mid-size, well-known brand in the U.S

“Success for me is delivering on time and reaching the targets on quality and price. This is how my job was defined from the beginning and we have worked hard to have the supplier base, the timelines and the people in place (and there are issues every season anyway with companies going bust, strikes or currency fluctuations). I do feel proud of what we have achieved and my annual bonus gives me a real boost. For me, adding Organic Cotton to our product mix is a nice idea but it isn't commercial for my company – I can just imagine long delays, poor quality, low flexibility and high prices. As long as our customers are happy with our products and aren't asking questions, a sustainability angle doesn't make sense from a business point of view. Our Code of Conduct and knowing our suppliers is working fine. To really change things, it would have to become a legal requirement - then all retailers would have to change and our suppliers would have to act. This will take years of course...”

In the shoes of... a garment maker

Company: Faster Sourcing (Sales Department)

Wang Lee, 24, Sales Manager for a big CMT factory in Ningbo (well established textile trading town), China

“My name is Wang, I am a sales merchandiser in our Ningbo head office and work directly with some of our overseas customers. The relationship with our customers is becoming more and more important but also more and more demanding. We did lose some customers because of increased prices but overall my company has grown fast - we have several production sites and sub-contractors in the surrounding province. We invested in service and quality – and sustainability (such as energy efficient lighting). My company has many national and international awards and certifications. A colleague of mine is managing all of those as well as the inspections and audits –and there are plenty of them. One customer wants to order Organic Cotton and challenges me now to provide proof about its chain of custody. To set this up will add a lot of work and some of my colleagues need to be involved first as I do not know the logistics well enough in the factories. But we have done Organic Cotton before and I have already told the customer that we can provide what he needs (but I cannot imagine that it will be on time or at the requested price, and they cannot expect that)...”

In the shoes of... a spinner

Company: Value-To-You Spinning Mills

Deniz, 49, owner of one of the oldest family run spinning mills in Turkey, involved in Organic Cotton for over 20 years.

“Textile production was strong in our area - most of the European companies sourced their cotton yarns and garments in Turkey. Our location is in the heart of the textile sector and my father and I have known our business partners for a long time (some being part of our family, too). At one stage, we had the most innovative machinery in the country, but those days are over. Only through secure and long-term partnerships could we make the right decisions. We specialized and became increasingly integrated – investing in and supporting high quality cotton production and even certified Organic Cotton. This made us unique and Organic Cotton from Turkey was, and still is, authentic and transparent. We did not need all of the systems and documentations that we need now - these cost us a fortune and we face the challenge of how to finance these costs while trying to support Turkish Organic Cotton at the same time. It’s a shame we spin more and more imported organic cotton fiber, but it is the price pressure and even the availability that forces us to do so. Nowadays it is hard to rely on long term trading relationships. There is just no certainty. My son goes to university in Istanbul and is showing little interest in our company so far...”

In the shoes of... a producer organizer

Organization: True-Blue Organics

Fatuma Awadi, 57, Co-ordinator for a well established Producer Group in Benin, Africa

“In 1996 a group of us from academic and civil society backgrounds - active in raising awareness and speaking out about issues with chemical pesticides – got together. We thought that promoting organic farming could be the most accepted alternative to all the pesticides. We faced strong resistance from the cotton research institute and pesticide dealers who were convinced that producing cotton without chemical pesticides was not possible. This group got in thick with policy makers, which made it all the more challenging. The battle cost us a lot of time and energy. Our focus was strongly oriented towards demonstrating that organic cotton farming was possible. Absorbed and passionate through these demonstrations, we realized very late that the marketing of organic cotton requires a specific competence that we lacked. We succeeded with the support of some partners in the North to get the cotton certified as organic in 1998 and shipped the first bales of organic cotton fiber out of Senegal. This success attracted the attention of some policy makers and the proposal to support financially this project has been approved by the managing agency of the Sustainable Development Agreement between the Government of Benin and the Netherlands. Successive actions were oriented to R&D, Farmers’ organizational capacity building, the reinforcement of the Internal Control System (ICS) and most importantly keeping long-lasting relations with buyers. Farmers were happy earning an organic premium price for all their hard work, but the yields were very low. Increasing application of R&D results lead to double the yield per ha from the beginning to nowadays. The challenge that remains is not about the quality of the cotton but about adequate logistics (processing infrastructures) and financial tools to scale up the production in order to maintain buyers and to attract more of them.”

In the shoes of... a farmer

Organic Farmer

Ambika, 35, Organic Cotton farmer and head of women's Self-Help Group, Kanteikulia village, Odisha, India

“A group of women in my village started to independently sell certified Organic Cotton 3 years ago. The conversion was already done, parallel to other pilot projects in our district supported by a bigger organic cooperative. I do not know where the money came from but at the time we did not see any other chance to escape a very bad financial situation; they talked about the climate changing and we had some very unfortunate weather conditions, many people just left the village... So we took part in that project and became certified organic. We women were so excited that we could sometimes barely sleep, however, our husbands were not always very supportive of our new role and this has caused some tensions in the family. My household includes 4 generations and I have never attended formal school - all I want now is to improve the lives of my children. I have no idea what kind of life they will live, things are changing around us but I am convinced that attending school is a good start. As a women's group we rely on the support of the project leaders for administration and instruction, as well as how much of our fiber they can sell - but they don't always have the answers. At the same time, we are getting better in our different roles and I have started to train others. It is hard to know how much we will get for our cotton and it is a lot of work, but contributing to our household income and harvesting healthy food in the backyard at the same time makes me feel good...”



Textile Exchange
Organic Cotton Round Table

TASKFORCE: CONSUMER ENGAGEMENT

introducing...

ABOUTORGANICCOTTON.ORG

Thought Starters

Marci Zaroff, Portico Brands

Sarah Compson, Soil Association

Beth Orten, Weinstein PR

MICROSITE

FEEDBACK - THANK YOU!

USABILITY/ NAVIGATION



GENERAL LOOK & FEEL



GREAT IDEAS!



- IMPROVEMENTS
- HOW CAN WE MAKE IT SEXIER?

CONTENT



- WHAT'S GREAT?
- WHAT COULD BE IMPROVED?
- WHAT IS MISSING?

MEMBERSHIP BENEFITS



- PARTNERSHIPS
- WAYS TO BOOST RESOURCES

OTHER?





Textile Exchange
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KEYNOTE ADDRESS

Conversation with...

SCOTT MACKINLAY HAHN

**Co-founder and President
Loomstate**

NATURE CALLS



NATURE CALLS



- September, 1989



August 12, 2003



August 16, 2009

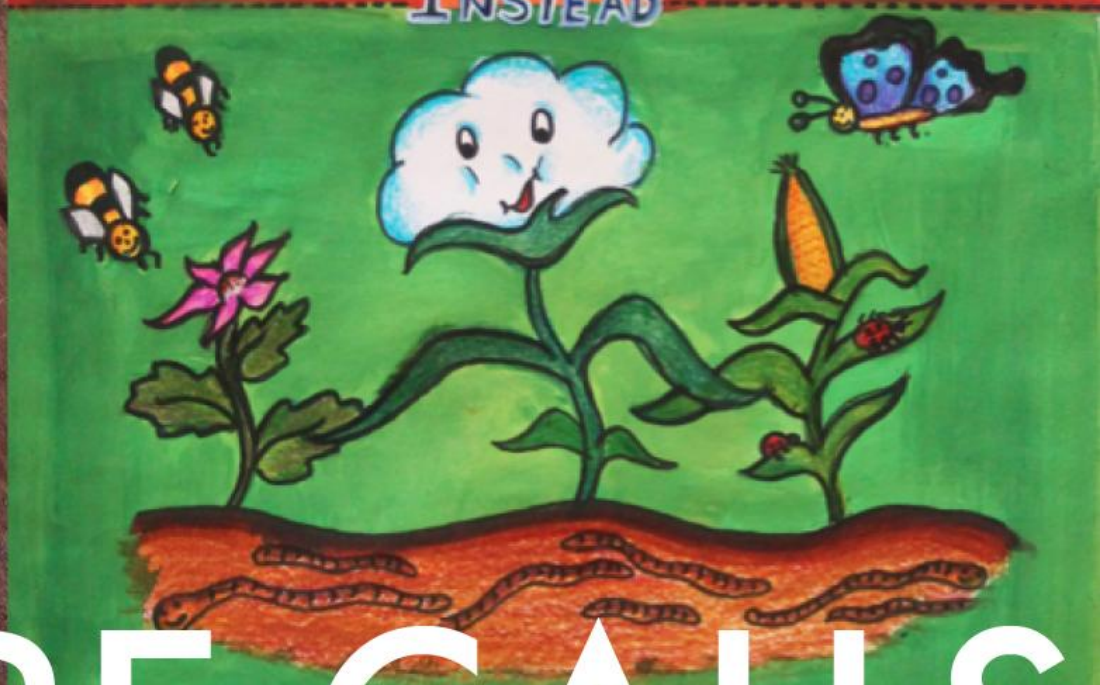
The Aral Sea in Central Asia has shrunk to just 15% of its former volume, largely due to the vast quantity of water required for conventional cotton production and dying.



GMO SEEDS
vs
ORGANIC SEEDS



INSTEAD



NATURE CALLS
Think Eat Save



ACT NATURAL



ACT NATURAL



ACT NATURAL



IT'S ALL CONNECTED



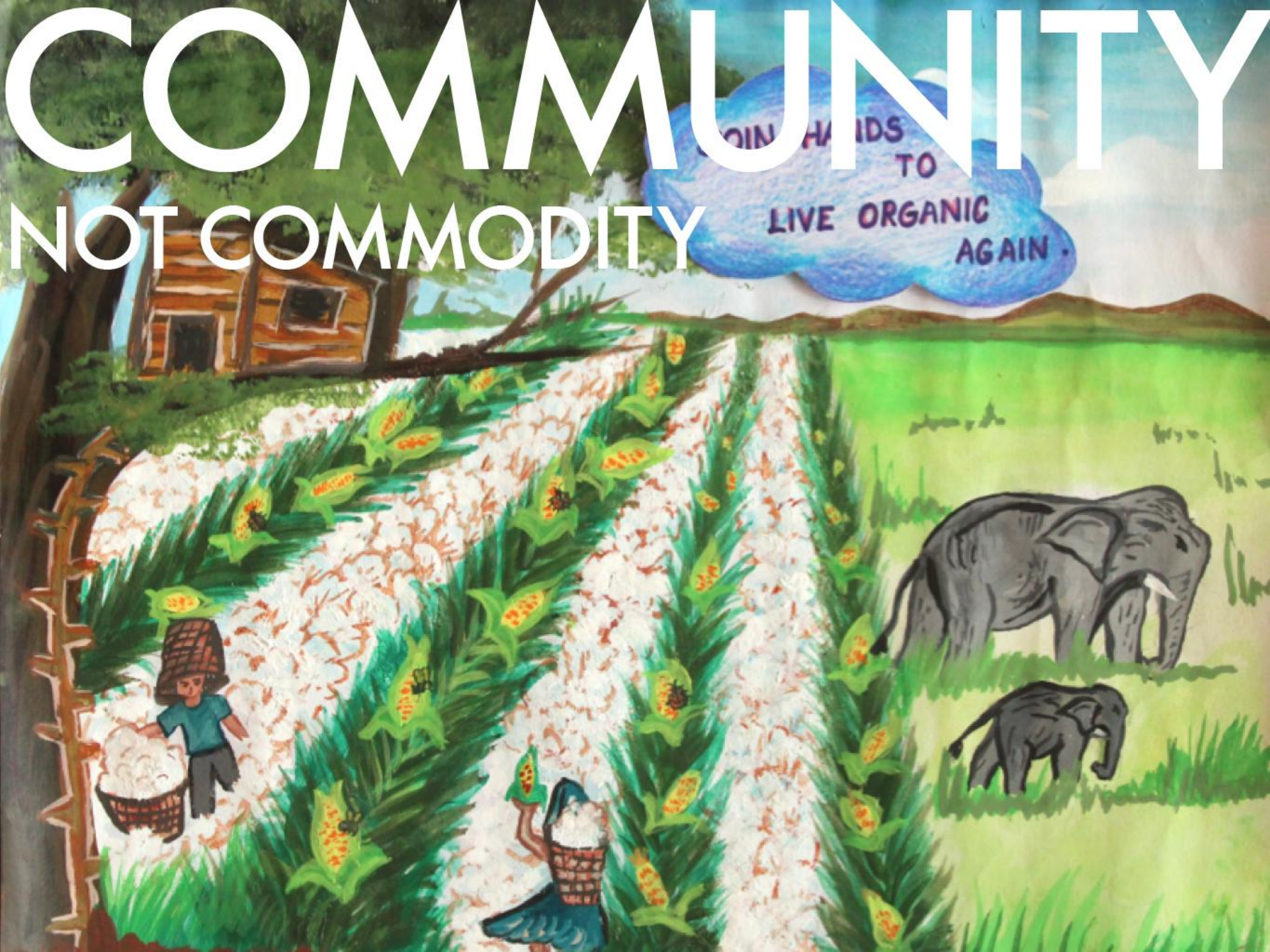
IT'S ALL CONNECTED



COMMUNITY

NOT COMMODITY

JOIN HANDS
TO
LIVE ORGANIC
AGAIN.



COMMUNITY

NOT COMMODITY





THANK YOU!



EILEEN
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