Talk Around The Table
Thank you to...

Round Table Partners

Task Force Sponsors
Welcome!

The third meeting of the Organic Cotton Round Table was held in Portland on the 9th November 2014.

Over 100 people gathered together to discuss and progress the organic cotton agenda. Stakeholders around the table included manufacturers, brands, retailers, service providers, and organic cotton producers from many parts of the world including Benin, India, Turkey, Paraguay, Peru, Nicaragua, Kyrgyzstan and the U.S.

The Round Table continues to prioritise three focus areas: seed supply, business models, and consumer engagement. This year, the focus was on new data, new research, new initiatives, and new tools for the organic cotton community.

Significant progress has been made over the past year and 2015 sees an exciting year of further strengthening and investment in the sector. In 2015 we aim to deepen and embed the work of the Round Table into the Textile Exchange workplan.

Our work will only be successful if we have all stakeholders round the table. Please find out how to get involved and shape the future of organic cotton by contacting Liesl Truscott (liesl@textileexchange.org).
A Packed Agenda

Once again our agenda was built around our three focus areas – seed supply, business models, and consumer engagement.

In the first half of the meeting we shared the wealth of new data and initiatives which are the focus of our work in the farm engagement team. In the second part of the meeting we got interactive and asked for input and insights from participants. We finished with an inspiring conversation between Scott Mackinlay-Hahn of Loomstate and Simon Cooper of Change Agency. Scott shared his vision and views on how the “new business as usual” will be the only way forward.

New Data
● Proving The Benefits – The Organic Cotton Life Cycle Assessment
● Seed Dialogues – Results Of The Global Seed Inventory Survey

New Initiatives
● Textile Exchange microsite: “About Organic Cotton”

New Business-As-Usual
● Marketplace Masterclass – Empathy Mapping Your Value Chain
● In Conversation with Scott Mackinlay-Hahn, Loomstate
Proving the benefits
The Organic Lifecycle Assessment

Synopsis Textile Exchange and PE INTERNATIONAL along with 14 TE members collaborated to produce the first ever globally representative Life Cycle Assessment (LCA) for organic cotton. For details of the study we refer you to the ISO certified, peer-reviewed, report prepared by PE INTERNATIONAL and Textile Exchanges summary report by visiting the Farm Library.
Proving the benefits
The Organic Lifecycle Assessment

Presenter: Daniel Thylmann, PE International

The First Global LCA for Organic Cotton

- This project provides the first ever representative Life Cycle Assessment (LCA) for organic cotton.
- Regional organic cotton data has been aggregated into a global average.
- While it was not the primary purpose of this study to make comparisons between organic and conventional cotton cultivation, two independent peer-reviewed studies now exist for organic cotton (Textile Exchange, 2014) and conventional cotton (Cotton Inc., 2012). The studies, both prepared by PEINTERNATIONAL, have similar project scopes and system boundaries which allow for comparability, although the comparison itself is not verified.

- Key points to make about LCA in general:
  - Results of all LCA studies are dependent on methodological assumptions and system boundary definitions (scenarios).
  - The study is based on best available data. Absolute numbers should always be interpreted with care.
  - Environmental impacts are calculated as saving potentials.
Findings and Discussion

- Reliable, transparent LCA inventory on organic cotton is now available.
- The study found that the organic cotton production system is 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 for conventional cotton.
- Representativeness of data could be improved by systematic data collection over a longer term.
- Some environmental impact routes (biodiversity, carbon sequestration in soils) are difficult to assess in a LCA framework and were not investigated in this study. Organic cotton could potentially also show advantages over conventional production systems with regard to these aspects.
- Further aspects beyond those investigated in this study need to be considered for a holistic assessment of sustainability of different production systems.
- For details of the study we refer you to the ISO certified, peer-reviewed, report prepared by PE INTERNATIONAL and Textile Exchanges summary report (online).
## Proving the benefits
### The Organic Lifecycle Assessment

**Presenter: Daniel Thylmann, PE International**

### Benchmarking Organic

<table>
<thead>
<tr>
<th>Impact</th>
<th>Unit</th>
<th>Conv. Benchmark</th>
<th>Organic</th>
<th>% Reduction Potential</th>
<th>Main differences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Warming Potential*</td>
<td>kg CO₂ eq. / 1000 kg fiber</td>
<td>1,808</td>
<td>978</td>
<td>46%</td>
<td>Lower agricultural inputs: mineral fertilizer, pesticides, tractor operations and irrigation</td>
</tr>
<tr>
<td>Acidification Potential</td>
<td>kg SO₂ eq. / 1000 kg fiber</td>
<td>18.7</td>
<td>5.7</td>
<td>70%</td>
<td>Emissions from fertilizer (field emissions), energy use</td>
</tr>
<tr>
<td>Eutrophication Potential</td>
<td>kg PO₄³⁻ eq. / 1000 kg fiber</td>
<td>3.8</td>
<td>2.8</td>
<td>26%</td>
<td>Soil protection measures prevent soil erosion in organic agriculture</td>
</tr>
<tr>
<td>Blue water consumption</td>
<td>m³ / 1000 kg fiber</td>
<td>2,120</td>
<td>182</td>
<td>91%</td>
<td>Irrigation (geographical and climatic conditions differ greatly)</td>
</tr>
<tr>
<td>Primary Energy Demand</td>
<td>MJ / 1000 kg fiber</td>
<td>15,000</td>
<td>5,760</td>
<td>62%</td>
<td>Production of fertilizer, energy use</td>
</tr>
</tbody>
</table>
Seed Dialogues
Global Seed Inventory

Synopsis New research carried out by AgriConsult, Louis Bolk Institute, and TE revealed the extent of the organic cotton seed problem. Organic cotton farmers globally need improved seed varieties. There needs to be more responsibility within the cotton industry to protect organic and avoid contamination from GM cotton. India is a priority for action but all regions require attention. Seed issues must also be considered within the context of improving organic agricultural practices generally. Take home message was - we are all in this together. Without seed for organic cotton production there will be no organic textile industry.
Seed Dialogues
Preliminary Results of the Global Seed Inventory Survey
Presenter: Mans Lanting, Lanting AgriConsult

Presenter Mans Lanting, Lanting AgriConsult, shared results of a global seed inventory survey.

Followed by a panel discussion with: Jane Dever (AgriLife), Edith Lammerts van Bueren (Louis Bolk Institute/Wageningen University), Silvere Tovignan (Textile Exchange Africa), and David Gould (IFOAM). Apologies from Brent Crossland, (Bayer Cropscience) who could not make the meeting but sits on the seed advisory group.

Objectives of the Study

- Identify the parts of the world in which organic cotton seed is difficult to obtain.
- Find out how problematic contamination of organic cotton with GM cotton is in different parts of the world – and seek opinions from different actors in the chain.
- Gain insights into whether organic seed production programs are required and in which regions.
- Improve our understanding about the developments in the market according to the different actors in the chain.
- Prioritize actions and next steps.
Seed Dialogues
Preliminary Results of the Global Seed Inventory Survey
Presenter: Mans Lanting, Lanting AgriConsult

Pathways to Contamination

Breeder seed

- Parent lines could be contaminated which leads to an unknown percentage of contamination.

Seed multiplication

- Contaminated seeds are used and production fields are too close to GM fields (contaminated breeder seed percentage plus 5%).
- Improper handling of ginned and stored produce leading to contamination of unknown percentage.

Farmer production

- Cross pollination usually not more than 5%.
- Seeds purchased for gap filling could be GM (>25% contamination possible).
Seed Dialogues
Preliminary Results of the Global Seed Inventory Survey
Presenter: Mans Lanting, Lanting AgriConsult

Findings

● Close to 50% of the respondents reported that they face problems with GM-contamination.

● Responses show that the contamination problem is fairly serious.

● Alongside India, in China contamination with GM-cotton is also an emerging problem. In China it appears to be a mixed picture but organic seeds are reported to be difficult to purchase.

● About 73% of respondents (including all supply chain actors) are of the opinion that it is difficult to purchase organic cotton seed.

● It is reported to be particularly difficult in India and the USA to purchase organic cotton seed.

● In Central Asia (Kyrgyzstan and Tajikistan) conventional seeds (non-GM) are easy to purchase, similar in Peru, but procuring organic seeds is more difficult.

● 90% of organic cotton growers surveyed are of the opinion that it is difficult to purchase organic seed.

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

● In terms of action, there is a slight preference for seed multiplication programs i.e. to achieve immediate impact on seed supply (over other activities such as breeding programs for non-GM seed which are a longer term investment.)
Conclusions

- Contamination with GM is a problem almost everywhere with exception of countries where GM has not been introduced such as Peru, Turkey, and currently most of the African countries.

- 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 open-pollinated varieties would be preferable.

- Seed multiplication programs should be prioritized immediately but other activities such as breeding programs for non-GM seed should be a longer-term investment.

- With the right practices and inputs (composting, biomass, intercropping) organic cotton can yield comparably or better than non-organic but organic production has to be “by design not by default”.
Seed Dialogues
Preliminary Results of the Global Seed Inventory Survey
Presenter: Mans Lanting, Lanting AgriConsult

Key Messages from the Panel

● Jane Dever
We need to breed seed for a changing climate and regional variation. In Texas we need salt tolerant varieties, other regions require increased pest tolerance. There may be ways to share seed intelligence for the benefit of all.

● David Gould
Seed supply, quality, and the impact of GM - is an issue for many crops we need a joined up approach when it comes to addressing seed issues in organic agriculture.

● Silvere Tovignan
In Africa, GM cotton is only permitted in Burkina Faso but this should not hold up investment in improving seed quality and strategies to secure non-GM seed. The situation is serious and we should not wait.

● Edith Lammerts van Bueren
Knowledge exchange between breeders and farmers, between regions and between researcher/seed trials and the organic cotton community is fundamental to finding the best solutions and making sure they go to scale.
Recommendations for Next Steps

- India must be considered a priority for action but all regions require attention. India supplies the majority of the world’s organic cotton but faces serious problems with organic seed supply. Organic seed production programs should be implemented in India with priority. Selection of promising varieties and breeding for drought and pest tolerance needs to be taken up.

- Seed issues must be considered in the context of improving organic agricultural practices. 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 contamination has to be decreased. Thus a program to support farmers with proper skills and technology to grow organic cotton needs to be developed.

- We are all in this together. Without seed for organic cotton production there is no organic textiles. The seed task force strongly recommend all stakeholders, including brands and retailers, contribute to strategies and programs that ensure future supplies of uncontaminated organic cotton are available.
New Horizons for Organic Cotton
Meet the New Initiatives Paving the Future

Synopsis Three new multi-stakeholder initiatives in organic cotton are currently in incubation. The Organic Cotton Accelerator with an aim to build a prosperous organic cotton market for all – from farmer to consumer. The OCA moves into its second year of incubation with a call for multi-stakeholder dialogue. The Chetna Coalition is a “proof of concept” into how brands and retailers can aggregate their organic cotton demand to improve business security for themselves and their supply chains. The third initiative – the India Fair & Organic Cotton Secretariat – sets out to create an enabling environment for developing responsible organic cotton supply chains in India, to build a credible Indian organic brand, and create an environment for enhancing livelihoods for small holder organic farmers.
New Horizons
Organic Cotton Accelerator

Presenters: Leslie Johnston, C&A Foundation and Liesl Truscott, Textile Exchange

OCA – Our Shared Challenge

- Demand for organic grows but organic cotton production is at risk.
- Global production has declined by almost 50% over the past five years.
- 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
- From the demand side, brands and retailers also face barriers, including:
  - Business Case
  - Integrity
  - Market signals
Progress to Date

- 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.

- OCA’s overall goal is to build a prosperous organic cotton market that benefits all – from farmer to consumer.

- OCA is committed to a set of guiding principles, which underlie members’ commitment to OCA’s overall goal. Specifically, members agree to three key areas:
  - Organic Agriculture
  - Integrity
  - Continuous Improvement
New Horizons
Organic Cotton Accelerator

Presenters: Leslie Johnston, C&A Foundation and Liesl Truscott, Textile Exchange

Year One

The 1st year (2014) 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

Year Two

The 2nd year of incubation will see OCA:

- Build the governance structure and move into being an independent entity
- Prioritise stakeholder dialogues to ensure fit-for-purpose (find out how to get involved by contacting Liesl (liesl@textileexchange.org)
Introduction to the Chetna Coalition

The Chetna Coalition is a “proof of concept” of how brands and retailers can aggregate their organic cotton demand to improve business security for themselves and their supply chains. A “coalition” based on improving business security can be just the beginning of a growing list of benefits and opportunities.

- The Chetna Coalition currently represents: 12 Brands, 4 Manufacturing Facilities, 2 NGOs, 1 Organic Cotton Farming Producer Group and 2 Cooperatives (30+ villages and with 2 pilot villages).
- Chetna Coalition is supported through a generous donation from the C&A Foundation.
New Horizons
Chetna Coalition

Presenters: Rhett Godfrey, Loomstate, Ben Ramsden, Pi Foundation, Arun Ambatipudi, Chetna, Narayanasamy Arunachalam, Armstrong

Chetna Coalition Activities

• **Growing Business:** Over 300 MT in total Coalition lint purchases (More than 100 MT increase in Chetna procurement).

• **Sourcing Frameworks:** Coordinating and aligning annual brand and facility purchase orders to farming cycles (producer group to leverage group PO’s for access to financing).

• **Real Data Analysis and Reporting:** Comprehensive 3 dimensional (financial, social and environmental) data gathering, value assessment, individual and collective reporting for two selected coalition villages within sourcing cooperatives.

• **Traceability and Verification:** (I) Tracking lint from cooperatives to yarn. (II) Tracing lint from village to yarn for PO’s over 16 MT.

• **Long-Term Commitments:** Creating value chain links to the farm level with Coalition guaranteed purchases from two selected villages.

• **Premium Split:** (I) Cost savings. (II) Organic premium splits with direct-to-Chetna premium payments.

• **Learning and Sharing:** (I) Case studies on cost savings, sourcing tools and regional sourcing framework. (II) Customer facing marketing materials.
New Horizons
Chetna Coalition

Presenters: Rhett Godfrey, Loomstate, Ben Ramsden, Pi Foundation, Arun Ambatipudi, Chetna, Narayanasamy Arunachalam, Armstrong

Upcoming Activities

- Linking and Growing Value Chains.
- Coalition supply chain mapping to drive efficiencies and collaborative facilities development opportunities.
- Collective impact reporting.
- Group efforts in marketing for the Coalition’s sustainable cotton products.
New Horizons
India Organic & Fair Cotton Secretariat
Presenter: Alison Ward, CottonConnect

Introduction to the India Fair and Organic Cotton Secretariat

- During a regional round table meeting in Indore, India, earlier this year the Organic and Fair Cotton Secretariat (OFCS) was created.
- Prabha Nagarajan, TE India, is leading the OFCS with support from CottonConnect.
- The Organic and Fair Cotton Secretariat is a multi-stakeholder initiative working to:
  - 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.
- Six key areas have been identified:
  - Technology: Seeds, inputs, soil, water, and other inputs
  - Knowledge management and research.
  - Coordination with key stakeholders.
  - Policy, advocacy and Government coordination.
  - Quality management and integrity.
  - Developing and branding organic cotton from India.
New Horizons
India Organic & Fair Cotton Secretariat
Presenter: Alison Ward, CottonConnect

Future Aims and Ambitions

- Identify and articulate industry needs to the relevant government 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.
- Contact Prabha Nagarajan, Regional Director - India, Textile Exchange for more information prabhanagu@gmail.com
Marketplace Master Class “In Your Shoes”

Synopsis “In Your Shoes” was an exercise in value chain understanding facilitated by Simon Cooper, Change Agency. This interactive session brought participants together in a thought-provoking, problem-solving exercise. In small groups, participants used an “empathy map” to explore new ways to confront the challenges faced by buyers and sellers of organic cotton. The objective was to take people out of their usual occupation to experience life through the eyes (and shoes) of someone else in their supply chain. The “pains” included “I was very nervous for them” and “I felt very uncertain about the future”. While the empathy map generated common concerns, anxieties, and fears, it also harvested a rich mix of passion for change and tangible suggestions for improvement. One response summed up the “gains”: “I felt a sense of achievement – it felt good!” Feedback showed how participants gained a greater appreciation of what life was like for their colleagues at other stages if the value chain.
About the Activity

- “In Your Shoes” was an exercise in value chain understanding facilitated by Simon Cooper, Change Agency (designed by Carlotta Cataldi).

- This interactive session brought participants together in a thought-provoking, problem-solving exercise. In small groups, participants used an “empathy map” to explore new ways to confront the challenges faced by buyers and sellers of organic cotton. The objective was to take people out of their usual occupation to experience life through the eyes (and shoes) of someone else in their supply chain.

- Each group was given a case study of a person working in one part of the supply chain (see master slide deck for scenarios) - and asked to respond to a set of challenges in the shoes of either a:
  - Farmer
  - Producer Group Co-ordinator
  - Spinner
  - Garment maker
  - Purchaser
  - CSR Manager

- To help get us started, Heinrich Schultz (Organimark) and Anup Kumar Singh (Fairtrade International) shared their experiences and approaches to improving value chain management.
Marketplace Master Class
In Your Shoes

Our Empathy Map Template
Textile Exchange
Organic Cotton Round Table

sustainable
biodiversity
fairtrade
environment
climate change
world
agriculture
NO pesticide
resource
future
soils
fiber strength
training
development
economic
community
production
socioeconomic
water
farming
food security
awareness
communities
incentivise
markets
purity
renewable
knowledge
generations
children
biological
organic cotton
Marketplace Master Class
In Your Shoes

Empathy Mapping Harvested the Following:

<table>
<thead>
<tr>
<th>“PAINS”</th>
<th>“GAINS”</th>
</tr>
</thead>
<tbody>
<tr>
<td>(fears, frustrations, challenges)</td>
<td>(desires, needs, measure of success)</td>
</tr>
<tr>
<td>• Lack of information on market conditions</td>
<td>• Ensuring bills are paid on time</td>
</tr>
<tr>
<td>• Uncertainty of what the future holds</td>
<td>• Working harder to produce better forecasts of future orders</td>
</tr>
<tr>
<td>• Money – no guarantee</td>
<td>• Better infrastructure to support organic value chain partners</td>
</tr>
<tr>
<td>• How to institutionalize organic (sustain the success!)</td>
<td>• Adapt longer-term trading relationships</td>
</tr>
<tr>
<td>• How to manage competing schemes</td>
<td>• Organize and adapt business</td>
</tr>
<tr>
<td>• Stabilizing the market (matching supply and demand)</td>
<td>• New knowledge to work with new customers</td>
</tr>
<tr>
<td>• Frustrated with certification- increased compliance costs</td>
<td>• Learn how to better work with the challenges</td>
</tr>
<tr>
<td>• Wants to support local but can’t</td>
<td>• More knowledge</td>
</tr>
<tr>
<td>• Fears there is no future in organic</td>
<td>• Use bonus and target systems to incentivize action and solution finding</td>
</tr>
<tr>
<td>• Anxious that colleagues won’t cooperate</td>
<td>• Have a clear, long-term strategy – agreed upon by company</td>
</tr>
<tr>
<td>• Higher costs</td>
<td>• Strong partnerships through multi stakeholder initiatives</td>
</tr>
<tr>
<td>• No leadership from senior management or clear mandate</td>
<td>• On-going training and education</td>
</tr>
<tr>
<td>• Bounced around by lack of strategy</td>
<td>• Sense of achievement – felt good!</td>
</tr>
<tr>
<td>• Lack of autonomy to make decisions</td>
<td>• Happier farmers – more buyers interested</td>
</tr>
<tr>
<td>• Unclear about long term commitment</td>
<td>• Healthy food (as well as fiber)</td>
</tr>
<tr>
<td>• Pulled between needs of other departments</td>
<td>• Seeing first hand the benefits of sustainability</td>
</tr>
</tbody>
</table>
Communicating ‘About Organic Cotton’
New Support Microsite

Synopsis TE’s Hanna Denes and designer Evonne Tan shared new microsite “AboutOrganicCotton.Org” and asked for feedback on how the site can be developed further. Those with a mobile device were asked to bring them along and explore online while completing a feedback/ideas harvesting form. Beth Hegde (Weinstein PR) will be leading the OCRT Consumer Engagement Task Force – supported by Evonne and championed by TE Board member Marci Zaroff. We are currently recruiting so if you wish to join our task force and get involved in our quest to reach the consumer please contact Beth. beth@weinsteinpr.com
Update Since Meeting in Istanbul

Hanna Denes, Textile Exchange provided an update on task force activities. Members of the Organic Cotton Round Table had asked TE to support the sector on reaching the consumer with accurate, vetted, and accessible (to the layperson) data and information on the benefits of organic cotton.

aboutorganiccotton.org

In response to the request TE developed a microsite (still in beta form) from which Round Table participants could explore current state and feedback suggestions for the next round of improvements.

The objective of the microsite is to:

- Connect TE members to reliable data and frequently asked information about organic cotton.
- Support brands and retailers in their desire to communicate accurate and consistent data and information on organic cotton to their customers.
- And – potentially – to create a platform for cause-related marketing campaigns in collaboration with TE members.

During the session, TE’s website designer Evonne Tan shared work-in-progress and asked for feedback on how the site can be developed further. Those with a mobile device were asked to bring it along and explore the microsite while completing the feedback/ideas harvesting form.
aboutorganiccotton.org
TE’s new support microsite
aboutorganiccotton.org  
**TE’s new support microsite**

### Participants Feedback

<table>
<thead>
<tr>
<th><strong>USABILITY/NAVIGATION</strong></th>
<th><strong>GENERAL LOOK &amp; FEEL</strong></th>
<th><strong>CONTENT</strong></th>
<th><strong>MEMBERSHIP BENEFITS</strong></th>
<th><strong>OTHER</strong></th>
<th><strong>GREAT IDEAS!</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments ranged. Many loved the simple structure and ease of navigation.</td>
<td>Comments ranged widely. Some loved the clean look but others found it boring and “old school”. E.g.</td>
<td>Lots of suggestions here!</td>
<td>There was a general interest in TE providing more context to organic by explaining the more sustainable cotton picture more clearly.</td>
<td>Message from TE: The current microsite is designed to support brands and retailers with their messaging to their consumer… (accurate, vetted, simple info) there was much enthusiasm for a site that is:</td>
<td>“Great initiative needs to be executed in a way a millennial will engage and/or a even younger generation.”</td>
</tr>
</tbody>
</table>
| Others found the text too dense, wanting more use of video, and thought that overall the site could be “slicker”. | • Beautiful – Great layout, love the clean, simple look  
• Boring - “Old school”, won’t keep the attention span, institutional and too much like school | Generally, attention spans were challenged – request to make it more visual, more interesting, funnier (!) and more sexy (request for Pharel Williams) | There was a request for TE to enable brands to link into the savings calculator. | • Interactive – allowing consumers to ask questions, post comments and share images etc... | “What if all the TE brands committed to a 15-30 sec video with your organic 2014 content to start a campaign?” |
| Favorite features included the infographics and the savings calculator. | People generally liked the images – although requests for more images of fabrics, end-products, sexy celebrities and generally more consumer connection to the product. | Requests to keep text down and visuals up. | Producer members wanted to see how the site could provide more service to the producer community. | Request for more languages: Spanish, French, Portuguese etc. | “Section where brands can sign up and show support.” |
| Suggestions were made to include social media buttons to make it easy to share and like on Facebook twitter etc. (note from TE – yes we agree – and will be factored in!). | But also requests for more info on the problem with cotton and more info on organic production (where its grown etc.). | More suggestions on how to get involved, campaigns, etc. | References were appreciated and considered important. | | “OC calculator. Make calculator into a game.” |
| Need to add an “about us” – users like to know who is behind a website. | More suggestions on how to get involved, campaigns, etc. | | There was a general interest in TE providing more context to organic by explaining the more sustainable cotton picture more clearly. | | “Get a group of young people to play around on the website and contribute.” |
| | | | Message from TE: The current microsite is designed to support brands and retailers with their messaging to their consumer… (accurate, vetted, simple info) there was much enthusiasm for a site that is: | | “Bring the millennial into task team.” |
Insights into Consumer Interests and the Future of Communications

**Marci Zaroff, Portico Brands**

Marci shared insights into the direction of the “millennials”. The next generation want to know more about the origins of the products they choose and want to make informed purchasing decisions. More than the generations before them, millennials are values-drive. Combine this with new ways to access information and share it instantly through the internet, millenials will set a new path for communications which will impact brand and retail strategy significantly.

**Sarah Compson, Soil Association**

Sarah updated participants on the “Cottoned On” campaign delivered in partnership between GOTS and Soil Association. YouGov (UK) polling showed that consumers think retailers should provide more information on whether or not cotton is grown within a farming system that also helps farmers to feed their families. This issue ranked higher than other issues such as pesticides and greenhouse gas emissions. As part of the Cottoned On campaign, Soil Association, is preparing briefings on a number of benefits of organic cotton. The first to be released expands on its benefit to food security.

**Next Steps: Consumer Engagement Task Force**

- Beth Hegde (Weinstein PR) will be leading the OCRT Consumer Engagement Task Force – supported by Evonne Tan and championed by Board member Marci Zaroff.

- We would love you to join us! We need your expertise, imagination, and help with funding. If you wish to join us on our quest to reach the consumer please contact Beth. beth@weinsteinpr.com

aboutorganiccotton.org
TE’s new support microsite
Keynote Address
The New Business As Usual

Synopsis Special guest Scott Mackinlay-Hahn, CEO and Co-Founder of Loomstate, inspired us with the story of how Loomstate has taken “business unusual” to the “new business as usual”. In conversation with Simon Cooper of Change Agency, Scott told us how he saw the future of business being based on cooperation not competition. In a wide-ranging talk, Scott focussed on examples where working together had produced impressive results. His most striking example was Loomstate’s partnership with restaurant chain Chipotle. Scott’s conclusion was that this way of working would be the “New Business As Usual”. Only by adopting systems thinking can we have a sustainable future, he said.
Nature Calling

Special guest Scott Mackinlay-Hahn, CEO and Co-Founder of Loomstate, inspires us with the story of how Loomstate has taken “business unusual” to the “new business as usual”.

In conversation with Simon Cooper of Change Agency, Scott told us how he saw the future of business being based on cooperation not competition. In a wide-ranging talk, Scott focused on examples where working together had produced impressive results.

His most striking example was restaurant chain Chipotle, where the commitment of its founders to organic food was matched by Loomstate’s commitment to organic cotton, and Loomstate now makes organic cotton uniforms for Chipotle staff. This cooperative relationship has blossomed into other areas, with biodegradable takeaway food containers now being produced from the waste from Loomstate’s production processes.

Scott’s conclusion was that this way of working would be the “New Business As Usual”. Visionary business leaders, such as Paul Polman of Unilever, understand that the world they operate in is a holistic system, where all parts must be in balance to be successful. Only by adopting this systems thinking can we have a sustainable future, he said.
Join Us at the Table in 2015

This year we had an enormous amount to update participants on. We think the Organic Cotton Round Table needs to go to the next level of development in 2015. Going forward our ambition is to embed the focus areas of the round table deeper into the remit of Textile Exchange Europe. The TE Europe Board has a commitment to serve and support small scale farm communities. The Board sees organic cotton as a pathway to achieving our goal to building sustainable and resilient communities.

Through the directive of the TE Europe Board and with your guidance and participation we aim to strengthen the work of each Round Table Task Force (seed, business models, consumer engagement), and further define the strategic direction of the Round Table. We cannot do this alone of course and would like to ask you to help. Please contact Liesl Truscott liesl@textileexchange.org for more information on how to get involved.

At next years meeting in Mumbai, India we hope to present an even more effective and resourced approach to supporting the organic cotton round table and the organic cotton community in its entirety!