

13:00-18:00 - 9th November 2014

Portland Marriott Downtown Waterfront, Portland, Oregon, USA

AGENDA



Please arrive early to view and enjoy our

'10 years of Chetna Organic'

photo exhibition.



PART 1: LISTEN AND LEARN

13:00 Welcome and Introductions

- LaRhea Pepper, Managing Director at Textile Exchange, welcomes us to the Table.
- Liesl Truscott, Farm Engagement Director TE, gives an overview of the day, introduces the team.

13:15 The Organic Cotton Life Cycle Assessment - Proving the Benefits

- Daniel Thylmann of PE International presents the results of the first Global Organic Cotton Life Cycle Assessment, followed by a brief Q&A session.

13:45 Seed Dialogues – No Seed... No Future For Organic Cotton

- This session begins with Mans Lanting, Lanting Agriconsulting, providing an overview of key findings from TE's recent research into the seed issue. Mans is then joined by an expert panel for a Q&A discussion, including: Jane Dever, Agrilife; Edith Lammerts van Bueren, Louis Bolk Institute/Wageningen University; Brent Crossland, Bayer Cropscience and Silvere Tovignan, Textile Exchange. (Watch our short [Seed Dialogues](#) interviews from the Round Table, Istanbul 2013).

14:40 New Horizons for Organic Cotton

- Learn about the progress of three new and exciting initiatives; the Organic Cotton Accelerator, “ChetCo” coalition of brands, and the new India Organic & Fair Cotton Secretariat – all aiming to improve the way the sector operates and, most importantly, how commitment to organic cotton benefits farmers.

15:30 Coffee Break

PART 2: GET INVOLVED

15:40 Marketplace Masterclass – In Your Shoes...

- This session brings participants together in a thought-provoking activity. From different angles we will explore the challenges faced by "buyers" and "sellers" of organic cotton. Facilitated by Carlotta Cataldi, thought-starters Heinrich Schultz (Organimark) and Anup Kumar Singh (Fairtrade International).

16:40 About Organic Cotton - Help Us Co-Create A Really Useful Microsite

- The take-away message from our Consumer Engagement session last year in Istanbul was that organic cotton messaging has to be FUN, FAST, and FANTASTIC! This year we reveal TE's brand new microsite - especially developed with you in mind. Be the first to test out the site and provide feedback for how it can be developed further. If you have a mobile device makes sure to bring it.
- Marci Zaroff, Portico Brands, will share insights into the *“Rise of the Millennials – shaping values and social media”*.

17:40 Keynote Address – The New Business As Usual

- 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”.

18:00 Closing Comments - followed by Cocktail Reception

- All Conference and Organic Cotton Round Table attendees are invited to attend a cocktail reception sponsored by Bayer CropScience and Nike, Inc. Beverages and Hors d'oeuvre will be served, but more importantly – you will not want to miss the networking time!