

					Organic Production
GENERAL					
Objective	To transform the market by making Better Cotton a sustainable mainstream commodity.	Sustainable African Cotton for a global Textile Industry.	To make trade fair, empower small scale producers and workers and to foster sustainable livelihoods.	To produce high quality, high yielding fibre while sustaining the natural environment, people and regional communities.	Sustaining the health of soils, ecosystems and people.
Overview	BCI sets out to improve the sustainability of mainstream cotton production. Growers must meet minimum environmental and social requirements for their cotton to qualify as Better Cotton. Continuous improvement is a key element of the Assurance Programme.	Cotton made in Africa is an initiative of the Aid by Trade Foundation (AbTF) that helps African smallholder cotton farmers to improve their living conditions. Growers must meet minimum environmental and social requirements for their cotton to qualify as CmiA.	Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers. The Fairtrade standards require farmers to organize in democratic producer organizations and environmentally sound agricultural practices. It ensures the Fairtrade Minimum Price and Fairtrade Premium.	The myBMP (Best Management Practices) program is the Australian cotton industry's environmental and social standard. To achieve full certification, growers must comply with over 400 checklist items across 10 modules including soil health, water management, natural assets, pest management, energy efficiency and worker health and safety.	Organic cotton is grown within a rotation system that builds soil fertility, protects biodiversity, and is grown without the use of any synthetic chemicals or GMOs. Growers must meet organic agricultural standards as set nationally, and by the importing country if export is carried out. Definition: http://www.ifoam.bio/en/organic-landmarks/definition-organic-agriculture
PRODUCTION					
Producing Countries (2015/16 unless otherwise stated)	China, India, Israel, Madagascar, Mali, Mozambique, Pakistan, Senegal, South Africa, Tajikistan, Turkey, USA - PLUS Benchmarked standards in an additional 11 countries	Cameroon, Côte d'Ivoire, Ethiopia, Ghana, Mozambique, Tanzania, Uganda, Zambia, Zimbabwe	Burkina Faso, India, Kyrgyzstan, Tajikistan, Senegal, Uganda	Australia	Benin, Brazil, Burkina Faso, China, Egypt, India, Israel, Kyrgyzstan, Mali, Pakistan, Peru, Senegal, Tajikistan, Tanzania, Thailand, Turkey, Uganda, USA
Fiber Production 2015/16 (MT)	2,513,000	280,814	43,481	71,400	107,980
Market Share of Total Cotton Grown (2015/16)	11.93% (2015)	1.33%	0.21%	0.28%	0.51%
Growth in production (2014/15 - 2015/16)	28% increase	18% decrease	190% increase	79% increase	4% decrease
Projected growth in production	Target to account for 30% total cotton by 2020	Projected increase	Projected increase	Projected increase	Projected to increase (85,671 ha in-conversion 2015/16- 2017/18)
ASSURANCE					
Chain of Custody (supply chain)	Physical segregation farm to gin; mass balance gin to retailer.	Mass Balance from spinning mill onward (hard identity from field to spinning mill); full traceability possible through Hard Identity Preserved (option).	Two models: (1) Classic - physically segregated and traceable, (2) Mass balance - physically traceable until spinner; CoC maintained through supply chain via online tool.	Physical segregation and tracing possible, unique barcode identifier on every bale tracking field to spinning mill	Identity Preserved; Certification of Supply Chain.
Product marketing / labeling	On-product Claims Framework.	In store marketing/ on product labeling (own label or CmiA hangtag).	On product and In store marketing. Third party certified (Fairtrade Mark).	In store marketing and on- product label (own label or Australian cotton swingtag)	In store marketing/ on product label. 3rd party certification label optional.
Consumer recognition	Consumer messaging began in 2015.	13% awareness among German consumers (measured Aug 2016).	Fairtrade mark widely understood and trusted by consumers.	Higher levels of awareness in Australia	Concept of organic widely understood, trusted and respected by consumers.
PRICE / QUALITY					
Cost implications / impacts	No price differential at point of sourcing but membership and volume-based fees apply.	No membership fee but retailers/brands pay a volume-based fee and spinning mills pay a small annual registration fee.	Price differential (Fairtrade Minimum Price). Buyers also pay Fairtrade Premium for community investment.	No price differential at point of sourcing, no membership or licensing fees	Price differential paid to farmer/producer group.
Quality perception / implications	No known quality implications.	Historical perceptions of quality being an issue - but not so much these days.	Historical perceptions of quality being an issue - but not so much these days.	Consistently very high quality, amongst highest in the world across all parameters	Historical perceptions of quality being an issue - but not so much these days.