

World Cotton Day

Mike McCue
ICAC Communications Director



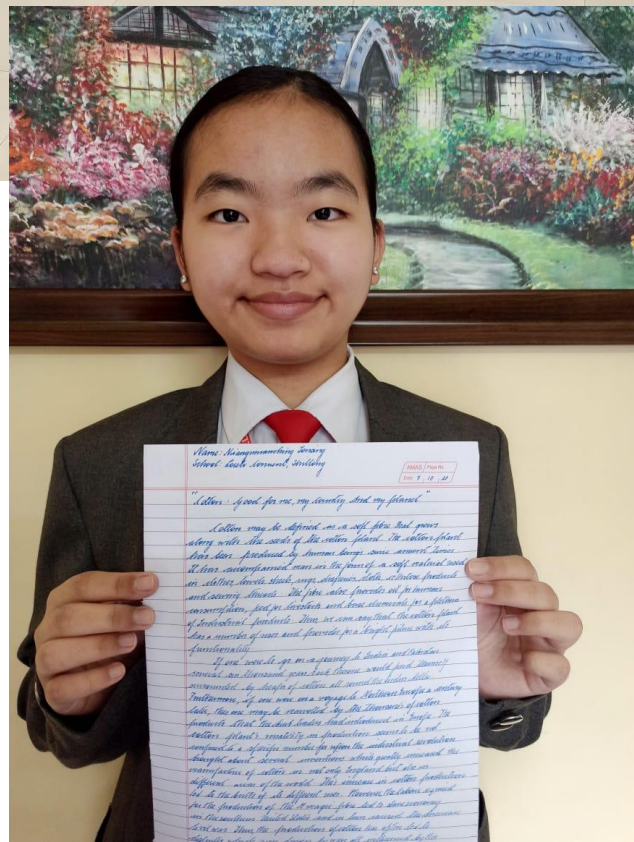
World Cotton Day: The Launch

2019: World Cotton Day launched; major event at WTO in Geneva featuring FAO, ICAC, ITC, UNCTAD, WTO; 800+ attendees, including 14 Ministers



Timeline

2020: The Outsourcing of World Cotton Day



Timeline

2021: UN Recognition on Permanent Calendar



United Nations

World Cotton Day
7 October

Search



[A-Z Site Index](#)



Picking cotton in a farmer field school in Mali where FAD developed a programme of pesticide risk reduction and sustainable production.
| PHOTO: ©FAO/Swiatoslaw Wojtkowiak

Cotton, a fabric that sustains over 100 million families worldwide

Cotton is one of the most common fabrics in our wardrobes. It is comfortable, hypoallergenic, breathable and durable.

But cotton represents so much more than just a commodity. This natural fabric is a life-changing product worldwide that sustains 28.67 million growers and benefits over 100 million families across 75 countries in 5 continents.

Did you know?

A single tonne of cotton provides year-round employment for 5 people on average, often in



7 October 2022

FINALLY!

The Brands and Retailers
are starting to engage!

P A C S U N

GAP

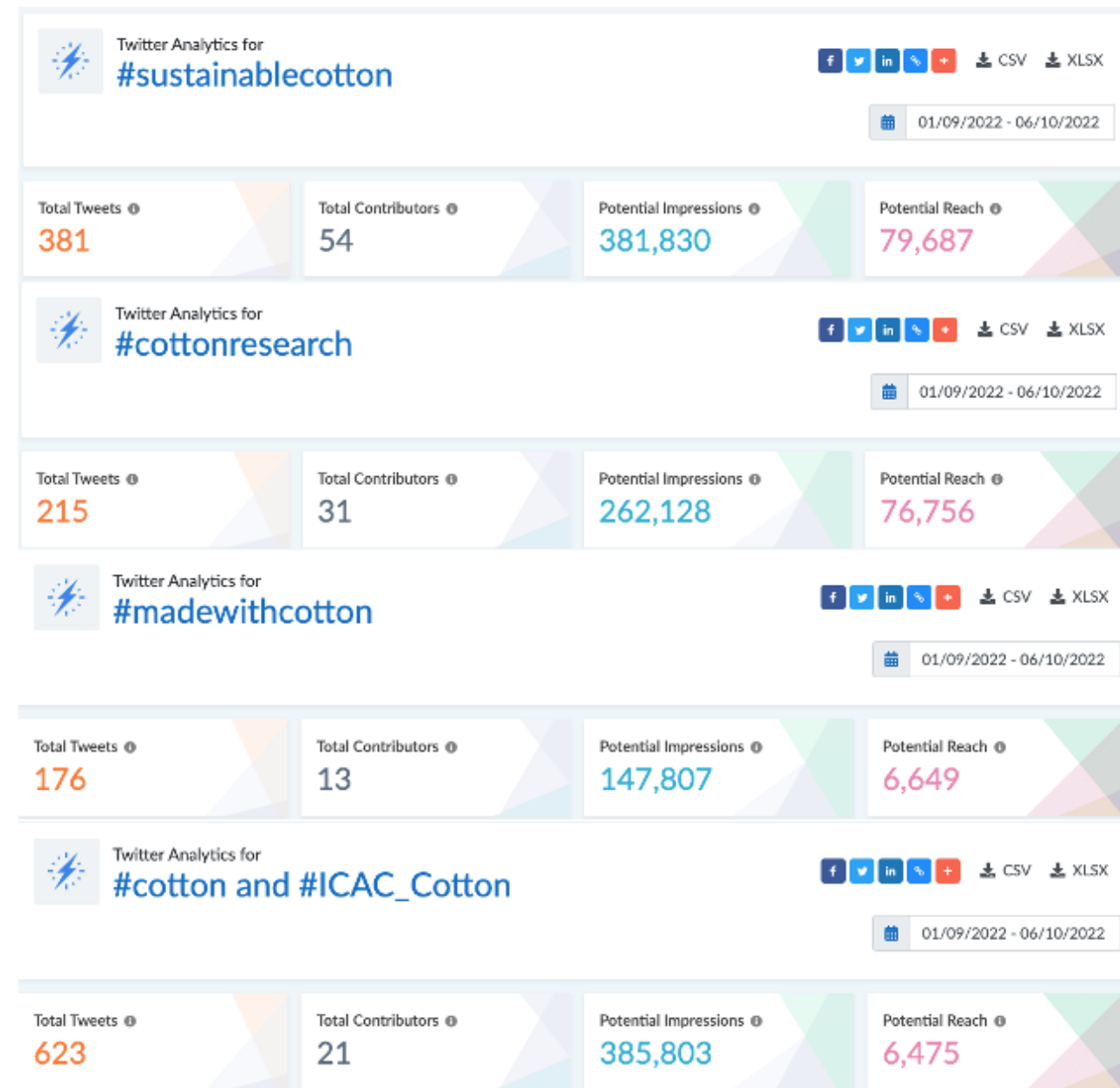
C&A

H&M



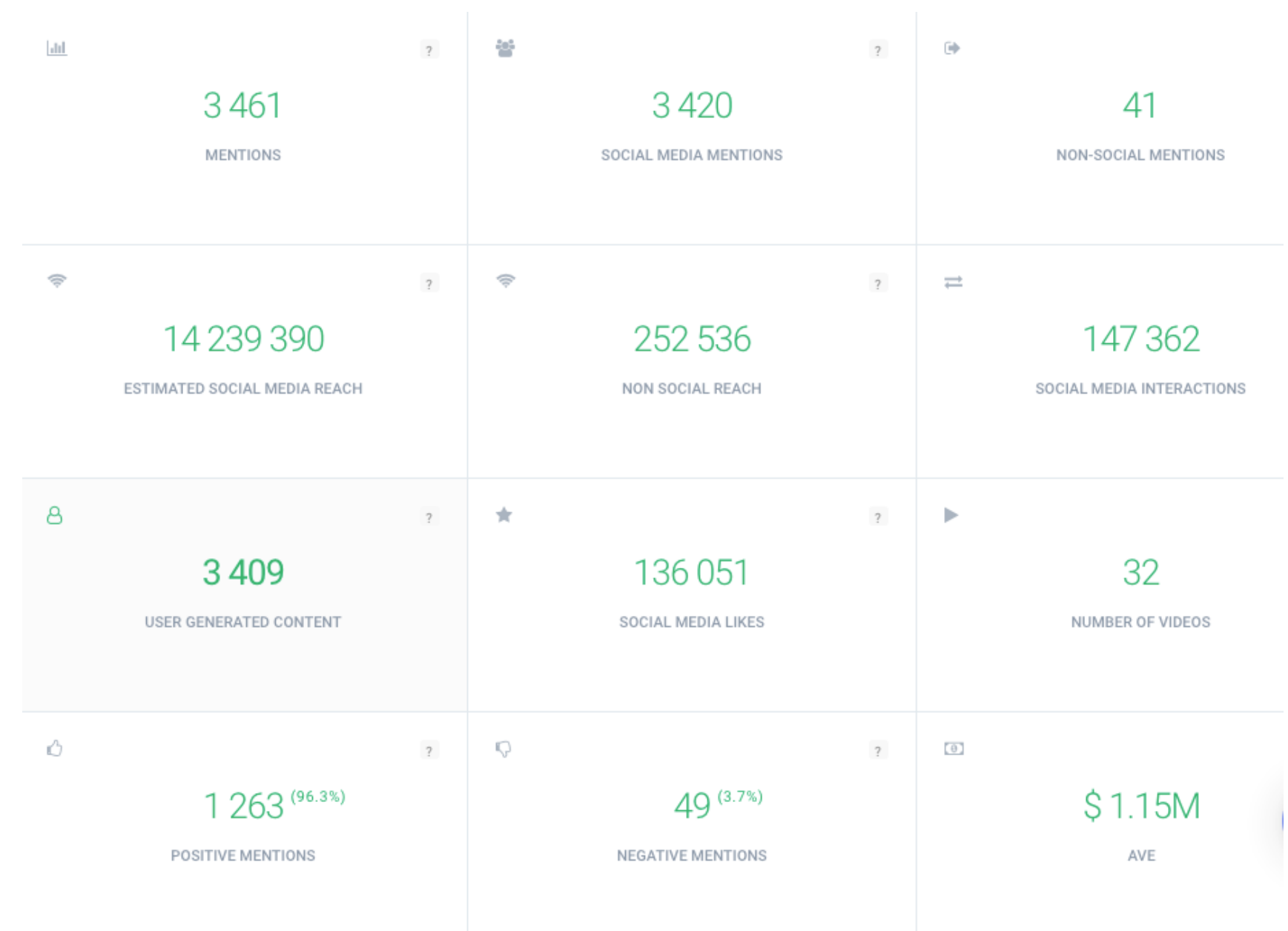
7 October 2022

ICAC Twitter contests



1,395 tweets | 119 Contributors | 1,177,568 potential impressions. | 169,567 Potential Reach

#worldcottonday



Thank you.

Mike McCue, mike@icac.org

