



Food and Agriculture
Organization of the
United Nations



MINISTRY OF
FOREIGN AFFAIRS 

Strengthening Latin American Cotton Value Chain: Good Practices



WORLD TRADE
ORGANIZATION

**38th Round of the Director General's Consultative Framework Mechanism on Cotton
Cotton Development Assistance Projects**





ABC: South-South Cooperation in action



ABC: South-South Cooperation in action

Technical cooperation provided abroad by Brazil is commonly called **South-South Cooperation** (SSC):



SSC is itself a **good practice** to support the sector that is expanding out around:

+3,000 SSC projects

+108 Countries

+120 Brazilian institutions





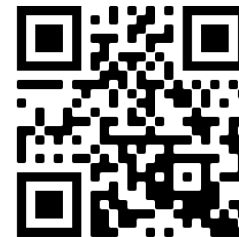
ABC: South-South Cooperation in action

🌱 Launched in 2013, the "+Cotton" trilateral south-south cooperation initiative has already invested more than **USD 16 million** in regional actions and in countries with financial resources from the **Brazilian Cotton Institute (IBA)** and we project ourselves for more.



ABC Webpage

<https://www.gov.br/abc/pt-br>



Cotton Knowledge Bank

<http://iba-br.com>





Our
+Cotton
Program



Our +Cotton Program



ABC/MRE
IBA

Cooperating
Brazilian
Institutions (IBCs)



FAORLC

FAO
Countries



7 National
Governments

100 Institution

ABRAPA - BO, CO, EC
EMBRAPA/MAPA - PY, PE, CO, AR
ASBRAER/EMPAER-PB - CO, EC, BO
Universities and ESO - EC, BO

Strategic
Alliances



Social
Innovation



Sustainable
Technology



Project Strengthening
the cotton sector
through south-south
cooperation

Inclusive
Markets



Native
Peoples

Gender
and
Rural Youth

Climate
Change

Trilateral South-South Cooperation



Our +Cotton Program

Validated in 5 countries
the sustainable
production model



Cotton-food System



Social innovation

+14.000 farmers, rural
youth and craftswomen
capacities strengthened
EMPOWERMENT

+40% avoided pesticide
applications

+41% Expected rent
increase

+2.200 trained local
technicians

Recovered degraded soils



Sustainable technologies

12 national and Brazilian
varieties validated

Prototype design of **small area
harvester –Picker 9970**

Increase in **domestic
supply** of FF machinery
(gin, lint Removing
Machine, irrigation,
weather station, Drones)

3 virtual training
courses developed

Implementación de **Lazos
App** en Paraguay,
Ecuador y Colombia



Inclusive markets

Development of **public policy
tools** - **3** National Cotton
Plans, Priority Crops Strategy,
Technical Cotton tables.

PROMOTION of Timely
financing mechanisms for
15 families in Bolivia

Regional alliance to
combat weevil pest

**Commercial
Agreements** and
Business Roundtables
for organizations



Strategic alliances

+80 Partner institutions in 7
countries

Visibility

FF, role of rural women
and TSSC

**Regional cotton forum
and guilds alliance**



Our +Cotton Program



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+Cotton Webpage

<https://bit.ly/3WSppgW>

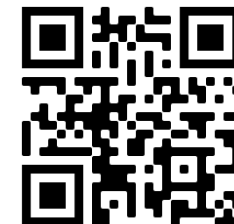
Embrapa
Algodão



EMBRAPA Webpage

www.embrapa.br/algodao

ALADI



Admissibility Studies

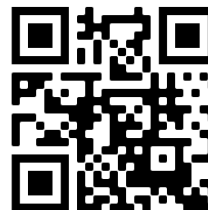
<https://bit.ly/3NPFjEA>



Regional Cotton Forum

<https://bit.ly/3TvFpm8>

ABRAPA
ASSOCIAÇÃO BRASILEIRA DOS PRODUTORES DE ALGODÃO



ABRAPA Webpage

www.abrapa.com.br



Niche markets study

<https://bit.ly/3WMZPK3>



Cotton fiber
that brings
families together



Cotton fiber that brings families together



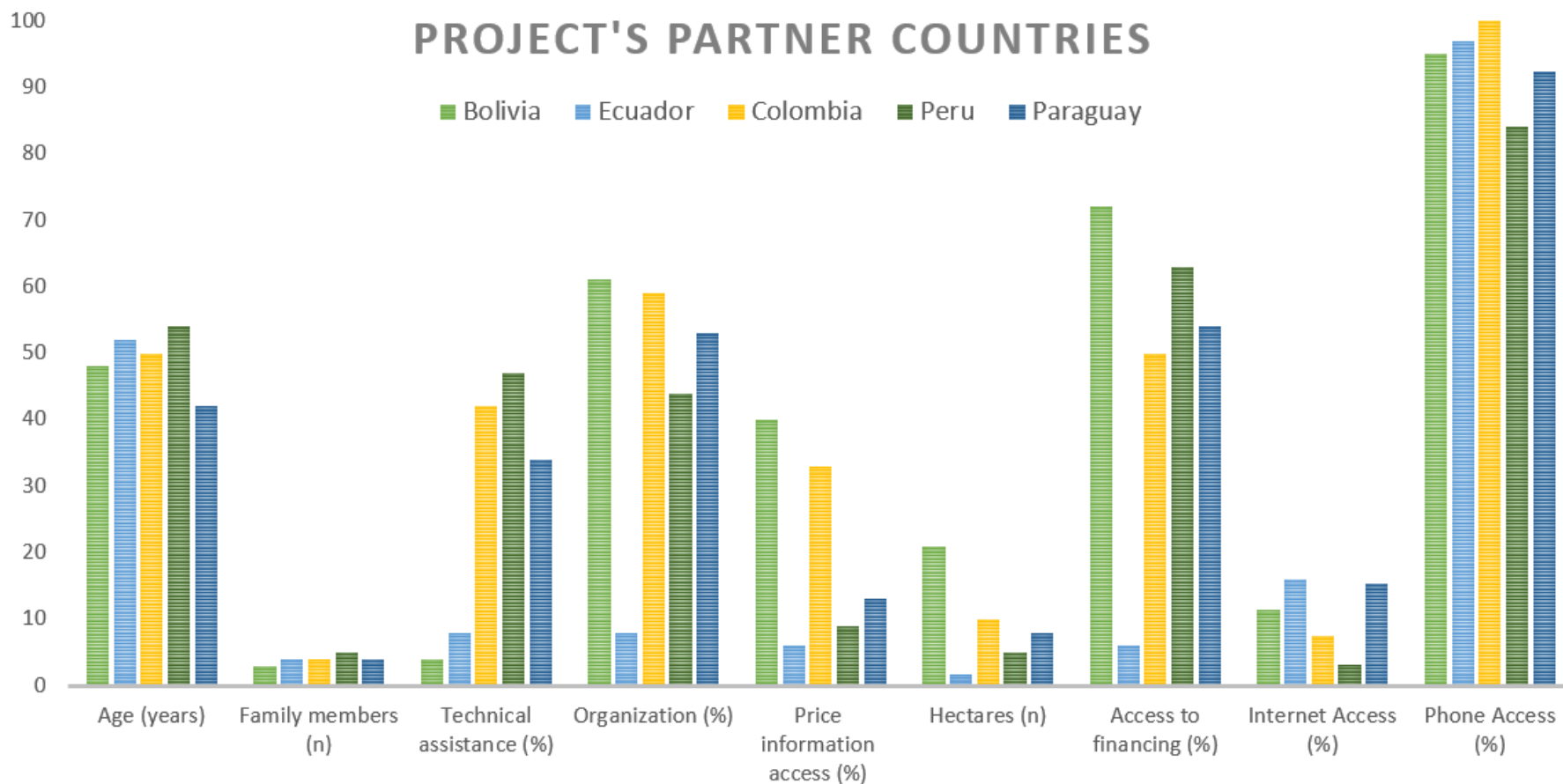
80%

**cotton farmers are
family farmers**

*(Paraguay, Peru, Colombia,
Ecuador, Bolivia y Argentina)



PROFILE OF THE COTTON FAMILY FARMER IN THE PROJECT'S PARTNER COUNTRIES



Source: Baseline and characterization +Cotton Project, 2016-2019.



Cotton fiber that brings families together

Family Farmers Cooperatives and other associative structures



Ao Po'I Multiactive
Artisan Production
Cooperative, Paraguay



Training and promotion
of indigenous
craftswomen, Bolivia



ASPEALGODON - artisan
women displaced by the
conflict in Colombia



Sustainable diversified
production model,
Colombia



AMUCONT – Cotton
marketing pilot in
Ecuador



Cotton fiber that brings families together



**Family gardens in
response to COVID-19**
Ecuador



**Training courses on
agroecological principles**

**Articulation with
Rural Women Project**



**Acquisition and articulation
with private sector**

Ecuaquimica





Cotton fiber that brings families together

“Increased productivity means more income for family farmers”

Average national and regional yields				
Countries	Yield baseline kg/ha	TDU yield kg/ha	Camp. Nr	Productive variation
Perú	2.556	3.900	3	53%
Paraguay	1.242	2.128	3	71%
Bolivia	1.000	1.315	2	32%
Colombia	2.571	2.653	2-3	3%
Ecuador	1.720	2.480	1	44%
Regional	2.772			41% Average

SCOPE

128 TDU installed

9.928
family farmers
benefited

7.160 producers in
fielddays

155 fielddays

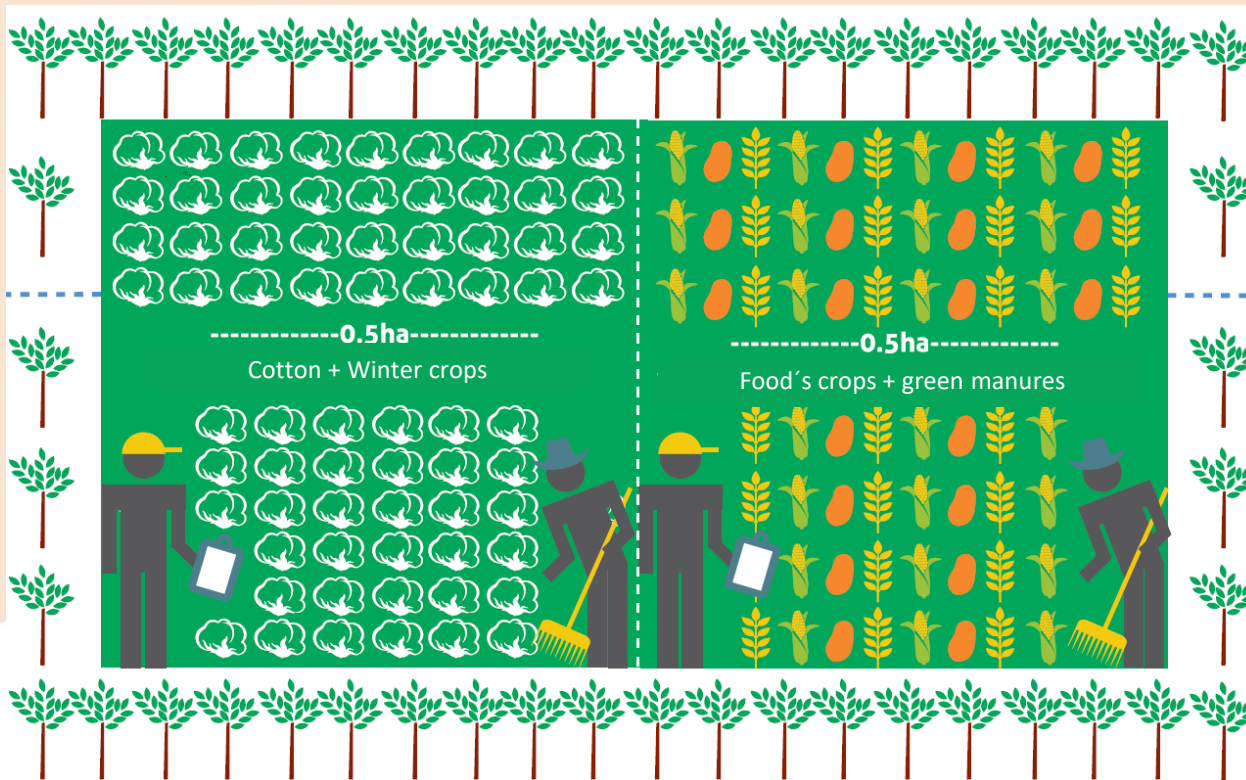
700 youth from
rural's schools



Accelerating
the adaptation of
agri-food systems



Accelerating the adaptation of agri-food systems



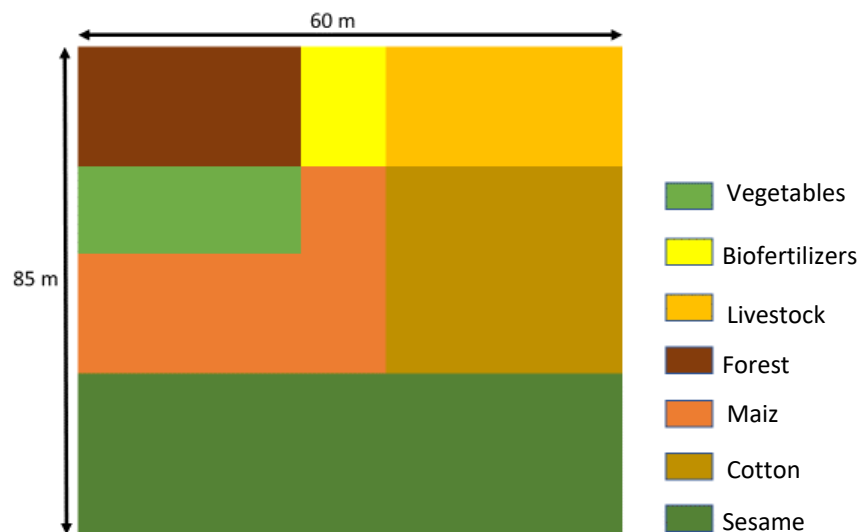
Cotton-Food Integration:

- ✓ Strategy of association and rotation between **cotton and food** crops and green manures to improve soil structure and conservation
- ✓ Promote food crops and promote **income generation** and strengthen **food security** of cotton growing families.



Accelerating the adaptation of agri-food systems

Efficient microorganisms, zero tillage and crop association: beans, sesame, corn.



Cotton (300kg), yellow corn (300kg)
sesame (300kg) and beans (42kg).



○ Sesame ○ Yellow corn ○ Forest ○ Microorganisms ○ Vegetables



Accelerating the adaptation of agri-food systems



Soil preparation

- Improve root development
- Improve water storage capacity
- Emphasis on subsoiling
- Use of twin furrow



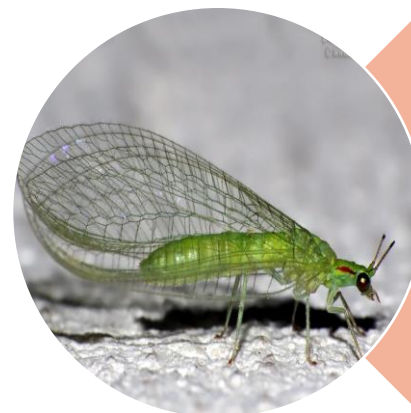
Technified irrigation

- Efficient water use
- Contributes to growth control
- Fertigation (when using drip irrigation)



Mechanical seeding

- Improve germination uniformity
- Seed savings
- Savings on other expenses: fertilization and weeding

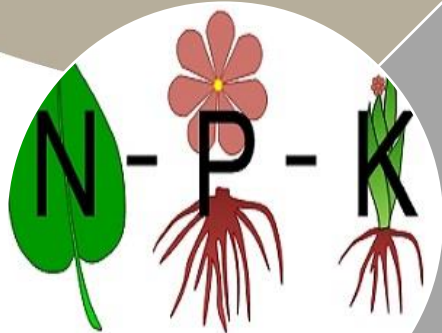


IPM

- Periodic pest assessments
- Preventive measures: release of biological controllers
- Reduction of chemical applications



Accelerating the adaptation of agri-food systems



Phosphorous

Fertilization program

- Based on soil analysis
- Balanced fertilization: fractionated in 3 and N reduction at the beginning.



Growth regulation

- Biometrics
- Vigor regulation to increase productivity



Certified seed

- No to the use of secondary seed
- High impact on fiber quality



Mechanization

- Reduces labor costs
- Helps reduce crop cycle
- Improves soil
- Enables second crop (other income)



Accelerating the adaptation of agri-food systems

- Reduction in the use of inputs

Paraguay	→	48%
Perú	→	45%
Ecuador	→	27%

Reduction in the use of inputs by region and zone, period 2015 -2019

- Bollweevil PEST control

- ✓ Practical replications such as traps, cotton regrowth control for pest control with 100 producers.
- ✓ Best practices for the control and eradication of the cotton boll weevil, benefiting around 1000 farms in Colombia.
- ✓ Methodologies for controlling the boll weevil using bio-preparations.
- ✓ 117 traps in 6 strategic departments of Paraguay for national monitoring of the boll weevil.



Inclusive
and **Sustainable**
value chain



Inclusive and Sustainable value chain

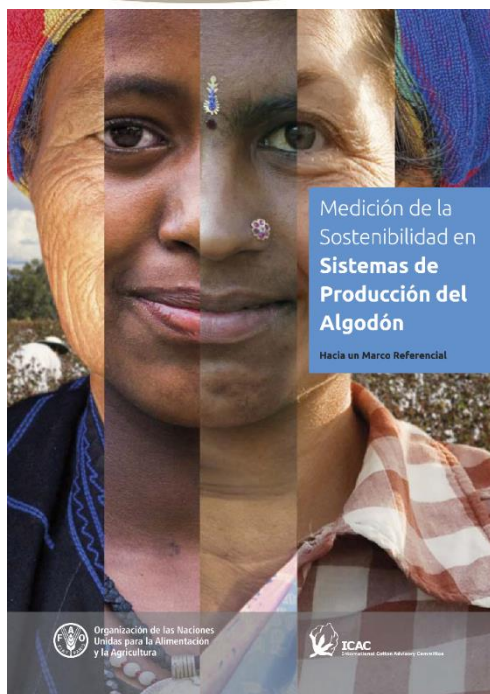
- 🌱 LAC Consumes about **5% of the planet's cotton**.
- 🌱 LAC Concentrates **10% of the cotton that circulates** on the planet.
- 🌱 LAC **produces 13%** of the planet's cotton in **7%** of the world's **planted área**
- 🌱 LAC project **17.744 Sustainable** Hectares
- 🌱 **Produce 2.6 million direct Jobs** + 8 million indirect + **Handicraftswomen**
- 🌱 **80% producers** are **family farming** in LAC





Inclusive and Sustainable value chain

KNOWLEDGE PRODUCTION



FIELD ACTIONS



VIDEO

<https://bit.ly/3D4V718>





Inclusive and Sustainable value chain



DOWNLOAD



<https://bit.ly/3AmXtlr>

Study "Cotton Women"

Gender roles and participation
in the value chain

Productive



Limited access to
land ownership
and lack of
credit for
production

Logistics



Lack of **cargo**
transportation,
they cannot sell
in the **quality**
classification

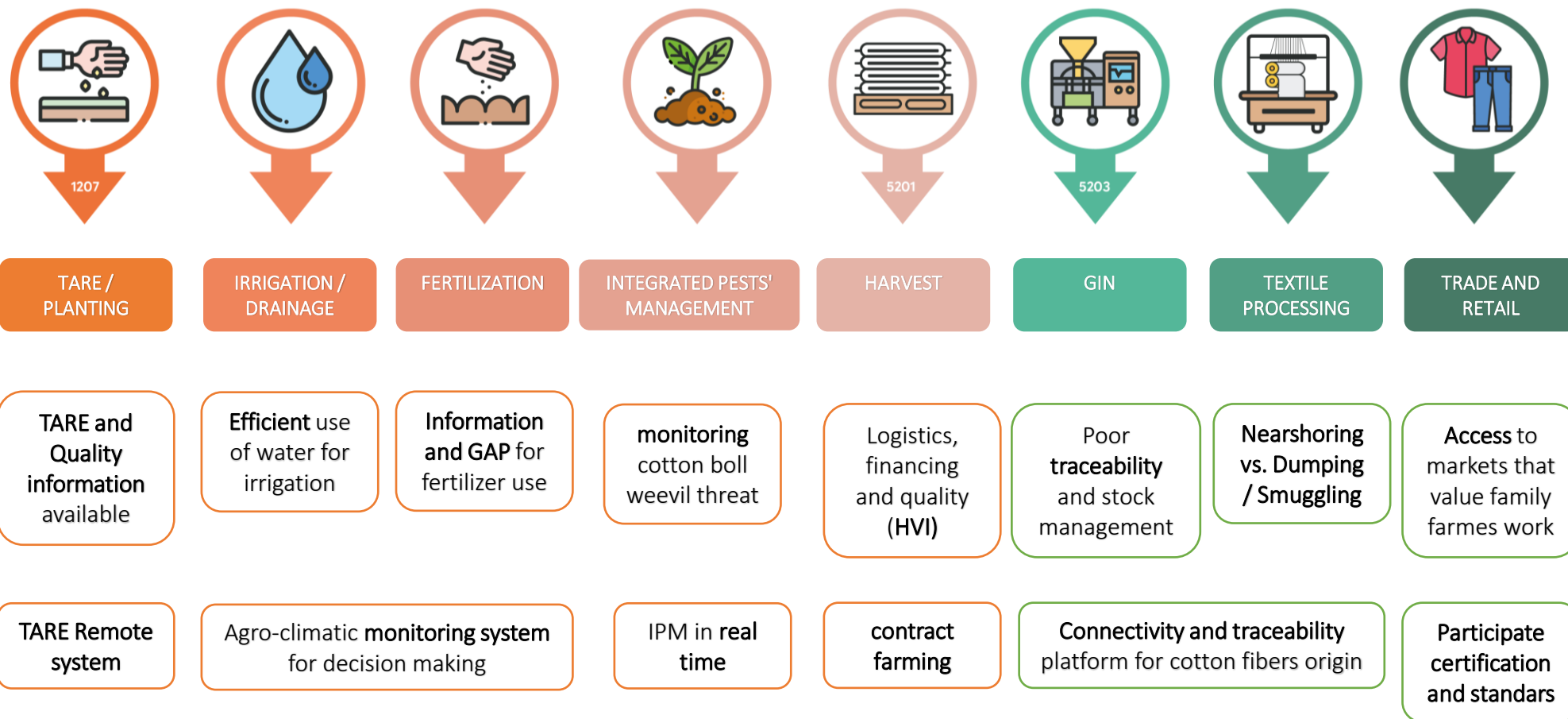
Commercial



Culturally,
women do not
market or **do not**
have technical
or **financial**
resources



Inclusive and Sustainable value chain





Inclusive and Sustainable value chain

- 🌱 Policy recommendations - NCP
- 🌱 Revitalizing the rural economy (linkages)
- 🌱 Contract farming, trade defense and admissibility
- 🌱 Financing and value addition
- 🌱 Organizational structure and leadership
- 🌱 Marketing and Pricing
- 🌱 Strengthening rural businesses





Inclusive and Sustainable value chain



Digital traceability (Blockchain)



Physical traceability (DNA)



Sustainable Fashion
(Global Compact)



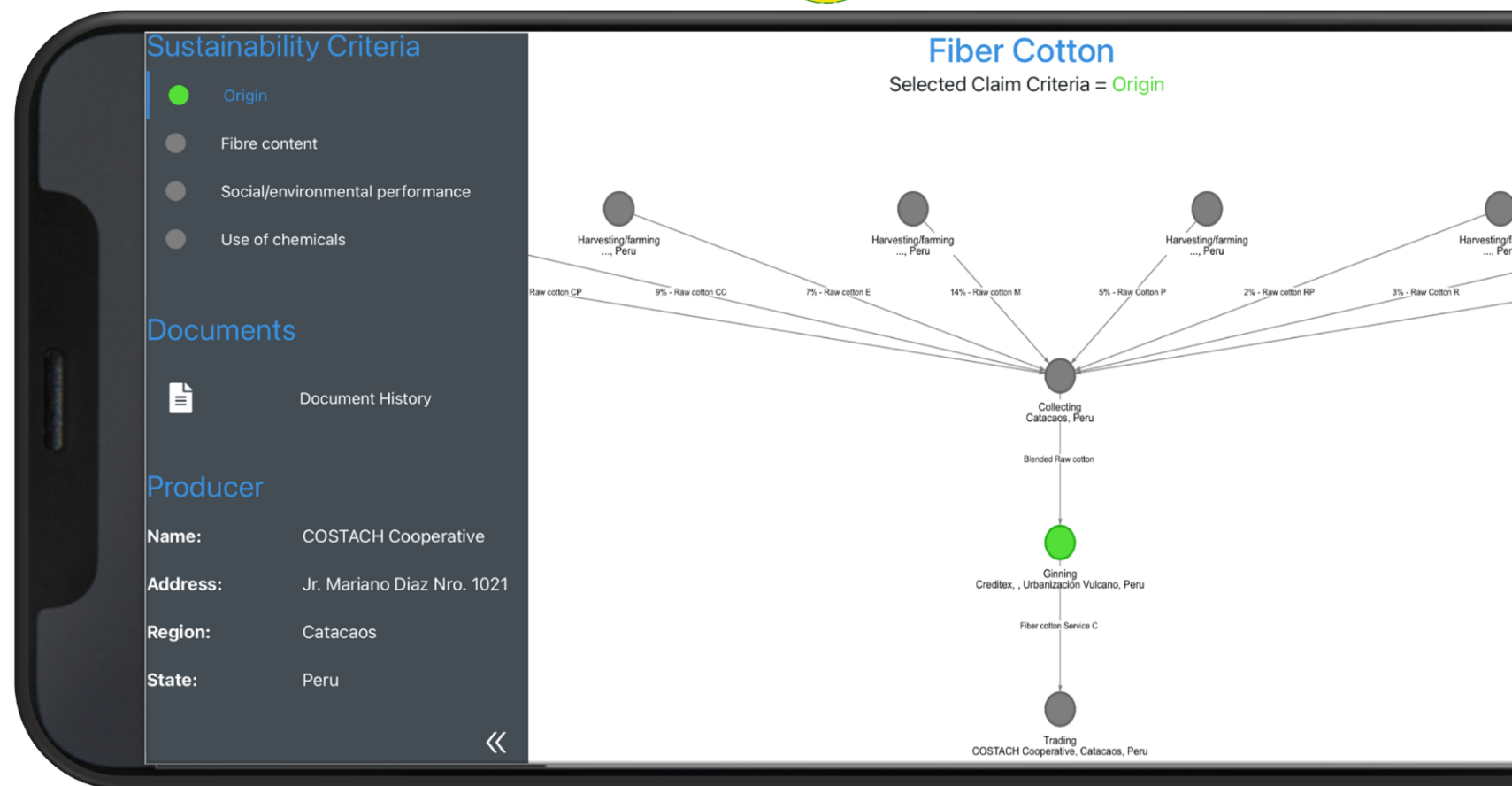
Circular Economy - Recycling



Design with identity
(Handicraft)



Craft course "Seed to garment"





Inclusive and Sustainable value chain

 Rural communication: AppLazos + Playlist+Newsletter + Radio

 Agri-Tech: Sensors

 Registration and management apps

 Rural Connectivity: Cellular and TV White Spaces

 Drones (Interpretation, Spraying and Pilots)

 Participatory Certification and Seals (OCC, GOTS, ROC, BCI)





Inclusive and Sustainable value chain



Food and Agriculture
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+FAO Training Center

<https://bit.ly/3NPrxBS>



“Lady Cotton” ChatBot

<https://wa.me/56945211922>

LAZZOS



LAZZOS App

<https://bit.ly/3Uq31to>



UNECE



UNECE TT BC Pilot

<https://bit.ly/3fLApfn>

Proyecto +Algodón

Food and Agriculture Organization of the United
Nations
60 videos Actualizado por última vez el 7 oct 2022



+Cotton Playlist

<https://bit.ly/3TvFpm8>

+COTTON

A stylized white graphic on a grey background. The word "COTTON" is written in a bold, sans-serif font. The letter "C" is replaced by a graphic of a hand holding a cotton flower. The hand is positioned at the bottom, with fingers curled around the base of the flower. The cotton flower has several rounded, overlapping petals. The entire graphic is white and centered horizontally.