



Food and Agriculture
Organization of the
United Nations

IBA Brazilian
Cotton
Institute



ABC
BRAZILIAN
COOPERATION
AGENCY
MINISTRY OF EXTERNAL RELATIONS

Sistematization of events

CONMEMORATION WORLD COTTON DAY 2020

October 5-9, 2020

TOGETHER WE ARE MORE COTTON

+ALGODÓN

PRESENTATION

Considering the vital role that the cotton sector plays in the world economy, with more than 100 million families dedicated to cotton production, this product is important because it provides fiber to the textile industry, in addition to playing a significant role in the food industry, with by-products of high oil and protein content.

Cotton is also a strategic resource for South American family farmers to generate income and employment. The export of textile goods contributes to grow the economy, with its multiplying effect on job and income-generation in the industrial sector of countries.

In order to position and give value to Latin American cotton, the regional **+Cotton Project**, implemented by the Food and Agriculture Organization of the United Nations (FAO), the Brazilian Cooperation Agency (ABC/MRE) and seven Latin American and Caribbean countries (Argentina, Bolivia, Colombia, Ecuador, Haiti, Paraguay and Peru) commemorated World Cotton Day 2020 through multiple virtual webinars and seminars, in addition to other projects of the Brazilian South-South cooperation program, such as the Shire Zambeze and Cotton with Decent Work projects, with the International Labor Organization (ILO).

With over 1000 participants and 46 speakers, three main strategic lines to be promoted in the region were identified, with a view to attaining the sustainability of the Latin American cotton sector:

- Advance in the implementation of good agricultural practices, development of technological innovations and buy-in of digital tools.
- Efforts to position of Latin American cotton in differentiated markets, based on sustainable production processes and adding value through fiber differentiation.
- Consolidate the articulation of the public and private sectors to benefit the Latin American cotton sector, especially family, indigenous, community and peasant agriculture.

The following pages contain the calendar, the systematization of the events held during the week commemorating **#WorldCottonDay** with the links to the news and videos on the campaign **#AlgodonLatinoamericano**.





Calendar of events 2020



TOGETHER WE ARE MORE COTTON #ALGODÓNLATINOAMERICANO

Country	Date	Name of the Event	Speakers	Participants	Presentations
Ecuador	05/10	Production of cotton seeds and other crops in the family farming production systems.	4	168	Download
Argentina	06/10	Seminar on technological and organizational innovations in the public-private framework.	10	70	See video
Paraguay	06/10	Discussion on cotton varieties.	5	52	Download
Peru	07/10	Cotton crops for food security and social inclusion; the experience of Embrapa-Brazil.	5	63	Download
Regional	07/10	Commemoration of World Cotton Day in Latin America and Africa.	5	449	Download
Colombia	08/10	Challenges for the sustainability of cotton: Cotton: Experiences for the articulation of the textile-apparel chain.	5	77	Download
Regional	08/10	Machinery innovations for cotton family farming - from production to processing.	6	63	Download
Peru	09/10	Discussion: Challenges and opportunities to reactivate the cotton, textile and apparel value chain.	4	74	Download
Bolivia	09/10	Production of cotton seeds and other crops in the family farming production systems.	2	39	Download

Total participants

46

1.055

COUNTRY-EVENT: ECUADOR

Production of cotton seeds and other crops in the family farming production systems.

05/10/2020

Speakers of the Technical University of Manabí, FAO, EMPAER-PB and staff from the Governments of Brazil and Ecuador participated in the event and discussed the importance of articulation to promote good agricultural practices, innovation on the ground and capacity building.

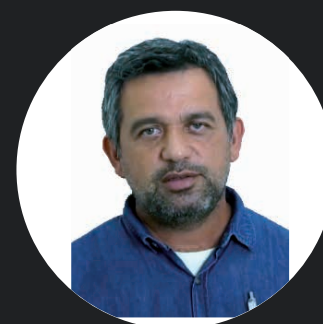
The main topics included the combination of synthetic fertilizer-urea fertilizer and efficient microorganisms to produce higher cotton yields, the implementation of practices to mitigate environmental impacts and enhance the social benefits of cotton production. Another highlight was the University's use and validation of drone technology to monitor and control crops based on their precise location and at the optimal time, promoting efficient use of inputs, lower costs, increased yields and less environmental impact.

These technologies improve farmers' living conditions. However, this innovation involves a comprehensive technical assistance model for cotton growers. The experience of EMPAER-PB has allowed the sharing of technical, social and organizational expertise on diversified production in family farming in Brazil and Latin America & the Caribbean.

The role of cooperation and partnerships for capacity building of national institutions was underscored. In this regard, the Technical University of Manabí, EMPAER-PB, the Brazilian Cooperation Agency and FAO play a key role in the process of trilateral South-South cooperation, in innovation and technology, and in rural development.



Dr. Freddy Zambrano Gavilanes
Researcher, Tech. Univ. of Manabí
efezambrano@utm.edu.ec



Ricardo Pereira
Empaer-BR Extensionist
ricktec1@yahoo.com.br



Dr. Henry Pacheco
Researcher, Tech. Univ. of Manabí
henrypacheco@gmail.com



Dra. Dorys Chirinos Torres
Researcher, Tech. Univ. of Manabí
dtchirinos@gmail.com

COUNTRY-EVENT: ARGENTINA

Seminar on technological and organizational innovations in the public-private framework.

06/10/2020

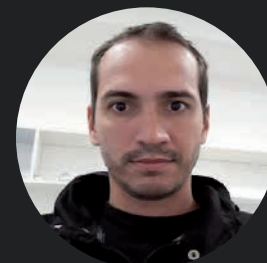
On October 6, the National Agricultural Technology Institute (INTA) of Argentina held multiple discussions as part of World Cotton Day and to commemorate the 20th anniversary of the Association for the Promotion of Cotton Production (APPA), entity that encompasses the entire cotton sector. The International Cotton Advisory Committee (ICAC), FAO, INTA, APPA and the National Agrifood Health & Quality Service (SENASA) also participated at the event. Cotton growers and the INTA reviewed the gamut of soil conservation technologies, such as fertilization and sustainable management of production systems. Cotton covers over 50,000 hectares in the north of Argentina, accounting for more than 2,500 direct jobs throughout the chain, production, ginning and the textile industry.

The speakers discussed INTA's work on genetic enhancement and the methodology of cotton varieties to select suitable materials and produce the best characteristics of cotton associated with the needs of cotton growers and the country's value chain. They also described INTA's actions to reduce the environmental impact of cotton production through environmental assessments in the territories, based on the application of energy indicators. They also presented an agroecological approach to cotton, with innovations targeting family farming systems of fiber foods, with two specific experiences in six areas in the north of Argentina.

Another line of work is the social sustainability promoted by the INTA in the territories, through articulation with different territorial entities which, albeit similar, have different approaches depending on their location, culture, strengths and technical production level. For this purpose, it is important to have adequate knowledge management, interconnecting synergic aspects of individuals and the environment, through public policies and access to strategic assets, such as training, infrastructure, machinery and financing.



Marcelo Paytas
Director, INTA Reconquista-AR
paytas.marcelo@inta.gob.ar



Martín Winkler
Agronomy & Production, INTA-CONICET
winkler.horacio@inta.gob.ar



Pablo Dileo
Biotechnology & Genetic Enhancement, INTA
dileo.pablo@inta.gob.ar



Daniela Vitti
Environmental Sustainability, INTA
vittiscarel.daniela@inta.gob.ar



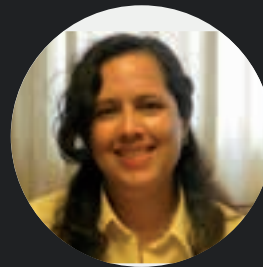
Doriana Feuillade
Social Sustainability, INTA
feuillade.doriana@inta.gob.ar



Gonzalo Scarpin
Org. of INTA Santa Fe Cotton Cluster
scarpin.gonzalo@inta.gob.ar



Cristian Zorzón
SENASA
cristianzorzon@gmail.com



Analia Fernandez
Gral. Coord. Plant Protection, SENASA
afernand@senasa.gob.ar



Ramiro Casoliba
Director, INTI Santiago del Estero
casoliba@inti.gob.ar



Adriana Gregolin
Gral. Coord. Project +Cotton
adriana.gregolin@fao.org

The cotton cluster is essential in Argentina, therefore, INTA promotes technological development and innovation in the territories, considering it is a sector related to territorial development, regional economies and that faces the huge challenge of mainstreaming technology in all production processes.

Lastly, the +Cotton Project presented their experience in Latin America and the Caribbean, their lines of work, contributions to family farming and sectorial institutions ranging from national governments, agrarian directorates, research and rural extension institutions. They emphasized the needs and gaps in the cotton value chain, a system of technical assistance and rural extension on the ground, climate monitoring, real-time pest control, connectivity and traceability of production and access to markets.

Similarly, the Project highlighted their results in the region, such as the implementation of technological innovations, seed recovery, promotion of associativity, training of technicians and cotton growers, public policy-making and visibility of women, youth and native peoples, based on economic, environmental and social sustainability approaches.

The event closed recognizing the need for joint research with agricultural extensionists and on the ground. Everybody was invited to revisit the efforts made by institutions, consider the human component and work together to generate public policies in benefit of the cotton sector through close articulation of the public and private sectors.

COUNTRY-EVENT: PARAGUAY

Discussion on cotton varieties.

06/10/2020

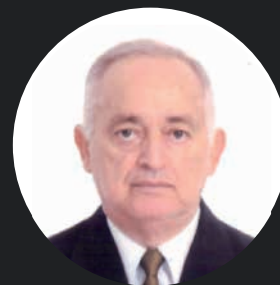
Representatives of the Governments of Paraguay and Brazil, FAO, IPTA, Embrapa and national cooperatives participated in the event, focusing on the importance of quality seeds to promote the competitiveness of the cotton sector, based on international research and cooperation.

Embrapa's emphasized that cotton growers had to make the important decision of selecting the variety before sowing, facilitating the addition of value by changing their production system from conventional to organic, from white to colored cotton or from medium-fiber cultivars to long or extra-long fiber. Growers can decide on a value-adding option once they have entered an agreement in advance with a company, i.e. contract farming, in order to ensure the sale of their production and at differentiated prices.

For its part, the IPTA, presented two new cotton varieties: IPTA 212 and IPTA 232 registered in SENAVE and validated on the ground, with botanical and phenological characteristics of good options to satisfy both small and mechanized farmers, and complete IPTA's varietal catalog.

Lastly, the Chortitzer Coop summarized the history of cotton crops in the Central Chaco and the varieties used, also describing the main challenges for cotton production in the country: pest control, the boll weevil, weeds, excessive growth and cotton boll rot, noting that these can be controlled with good agricultural practices and technologies.

The event identified the contributions of international cooperation to the country, the good practices and innovations generated, as well as the next steps: the challenge of adding value to cotton fiber in Paraguay and Latin America and the Caribbean.



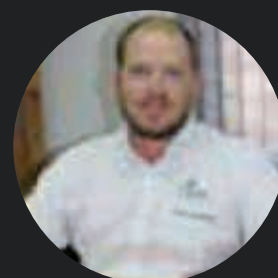
Dr. Vicente Queiroga
Seed Specialist, Embrapa
vicente.queiroga@embrapa.br



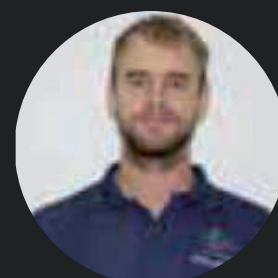
Juan Carlos Cousiño
Cotton Researcher, IPTA
cousinojc@gmail.com



Alderi Araújo
General Director, Embrapa
alderi.araujo@embrapa.br



Matthew Giesbrecht
Technical Advisor, Cotton, Chortitzer Coop
matthewg@chortitzer.com.py



Mark Hiebert
Technical Advisor, Seed Production, SENAVE
markh@chortitzer.com.py

COUNTRY-EVENT: PERÚ I

Cotton crops for food security and social inclusion; the experience of Embrapa-Brazil.

07/10/2020

Representatives of the Governments of Peru and Brazil, FAO, Embrapa, INIA Peru, cotton certification companies and farmers' cooperatives participated in the event. The conference focused on sharing the diversified production approach under organic certification promoted by Embrapa, showing that this production model is not incompatible, but instead reinforces, food security and social inclusion in the cotton value chain.

ECOCERT panelists supplemented the information on the options for the certification of cotton production and cotton processing. Similarly, COSTACH panelists shared their experience with sustainable cotton, their strengths as producer organization, as well as their expectations vis-à-vis the production of certified cotton, seeking to diversify and add value to their production for the international market.

During the discussion, a pilot experience was proposed for the production of Pima and Tangüis cotton t-shirts, adding colored cotton embroidery, where it can be ginned, spun and colored with natural dyes, applying ancestral regional designs as option to generate employment for women and youth.

The event analyzed how Peru could strengthen its value chain by promoting national production, implementing diversified sustainable production systems, generating technological innovations, promoting farmers' associations, and certification as an option to add value and access differentiated markets.



Marenilson Batista
Cotton Researcher, Embrapa
marenilson.silva@embrapa.br



Pierre Neyra
Business Manager, ECOCERT
pierre.neyra@ecocert.com



Rachel Moreau
Textil Auditor, ECOCERT
rachel.moreau@ecocert.com



Percy Yarleque Vilchez
Agent, COSTACH
percyarleque@hotmail.com



Genaro Valverde Rivas
Technical Advisor, COSTACH
genarovalverder@hotmail.com

TOGETHER WE ARE MORE COTTON

REGIONAL COTTON FORUM

Commemoration of World Cotton Day: Latin America and Africa.

07/10/2020

This event focused on 3 international cooperation projects implemented in Latin America and Africa. ABC/MRE Director, Ambassador Ruy Carlos Pereira made the opening remarks. The FAO Representative in Brazil, Rafael Zavala and the LAC ILO Regional Director, Vinícius Pinheiro emphasized the successful results of South-South cooperation to fortify the Latin American and African cotton sector, giving more international visibility to cotton fiber and contributing to decent jobs, higher income and a dignified life for family farmers.

Brazil presented their first experience organizing and supplying quality fibers and food through the implementation of technologies and digital solutions at the agribusiness and family farming level, with a focus on the sustainability of natural resources. Peru also described their efforts to implement the National Cotton Plan as policy to support the national sector.

Paraguay presented their program “Cimentando Sueños” (Cementing Dreams), which targets several locations of the country to promote decent work and economic growth, retrieving ancestral techniques, also promoting training, entrepreneurship, marketing and economic development. ABC and ILO cooperation, which promotes decent work throughout the cotton chain in Paraguay, was also mentioned.

The Cotton & Oilseed Institute of Mozambique presented their initiative to integrate family farming into the cotton value chain, through technology, access to financing and infrastructure, in a scenario where 250,000 cotton growers seek to make a profit of USD 500 per year for the crop, and on average produce 0.7 hectares/plot, with poor quality seeds and low yields of 400 kg per hectare. The Institute is working with Brazil on seed training and research in order to improve this scenario.



Silvana Abdo
First Lady of Paraguay
opd@oficinaprimeradama.gov.py



Roberto Rodrigues
Former Minister of Agriculture, Brazil
gvagro@fgv.br



Carla Bacigalupo
Minister of Labor, Employment & Social Security, Paraguay
carlabacigalupo@mtess.gov.py



Alexandre Pelembe
Project Gral. Technical Coord.
Shire-Zambezi, Mozambique
alexandre.pelembe@yahoo.co.uk



Yolanda Milena Gonçalves
Cotton and Oilseed Institute, Mozambique
yogoncalves@yahoo.com.br

COUNTRY-EVENT: COLOMBIA

Challenges for the sustainability of cotton:
Experiences for the articulation of the textile-apparel
chain.

08/10/2020

Representatives of the Governments of Brazil and Colombia, FAO, ABRAPA, and private entities of the textile and apparel sector participated in the event. The Ministry of Agriculture of Colombia made the opening remarks, describing the program to support the growing and marketing of Colombian cotton. This initiative is linked to the recommendations and needs of the Colombian fashion and apparel industry, such as strengthening the productivity of the agro-textile sector through the implementation of a sustainable cotton mill with cutting-edge technology and coordination among several stakeholders of the sector, for the manufacture of garments with added value and with a market niche, such as sustainable, organic and socially responsible products.

ABRAPA also presented their strategy “Soy de Algodón” (I am of cotton), which seeks to strengthen the cotton production chain and the textile industry with the idea of sustainable fashion, recognizing the value of the ‘Responsible Brazilian Cotton’ (ABR) seal, pursuing coordination with government entities, the cotton business association and the textile-apparel industry to achieve the buy-in of the brand, as joint strategy to promote Brazilian cotton. ABRAPA also discussed the promotion and identification of the opportunity available in agroecological production of colored cotton, sustainable fashion, using recycled materials, recovered fibers, and sustainable and organic cotton.

The event concluded with the willingness to strengthen and promote Colombian cotton, working together to build the country and fostering the inclusive participation of the community in the cotton-textile-apparel chain.



Sandra Vasconcelos
Representative, Natural Cotton Color
sandravasconcelos.press@gmail.com



Silmara Ferraresi
Advisor, Presidency ABRAPA
silmara@abrapa.com.br



Juan Pablo Martínez
Expert Designer of Sustainable Fashion
jpm_acdm@yahoo.com



María Clara Vallejo
Marketing Director, COLTEJER
mcvallejo@coltejer.com.co



Julio Cesar Mendoza
Director, CORMODA
cormodatolima@gmail.com

REGIONAL EVENT PROJECT +COTTON

Machinery innovations for cotton family farming - from production to processing.

08/10/2020

The event highlighted family farming as an important segment of cotton production to meet the demand of the local textile industry. However, there are obstacles, such as the lack and cost of labor that requires farmers to turn to mechanization to perform their tasks at a lower cost and higher quality. Embrapa has developed machinery and equipment such as electric and motorized harvesters, seed delinters, mini-ginners and single-row harvesters, technologies developed through partnerships with institutions such as those that support the +Cotton Project and the Coopercat Coop, of Catuti/Brazil.

The second presentation described the development of machinery for cotton handicrafts in the framework of the +Cotton Project, in coordination with the Municipality of Aguachica and the departmental government of Cesar, to strengthen the social fabric to support women in vulnerable situations, creating income generating alternatives and economic sustainability based on cotton handicrafts. The machines were taken to Bolivia to be tested in 2021 with artisan organizations as part of the +Cotton Project.

The last presentation described the experience of Diaconía with agroecological cotton family farming in the semi-arid northeast of Brazil. Through the Project Cotton in Agroecological Consortiums, family agriculture has been strengthened with areas of 1 to 3 hectares of cotton crops associated with corn, beans and sesame, implementing adapted technologies and with less carbon footprint such as: micro-tractor, seeder, motorcycle-driven plough, brush cutter and protective equipment; cotton boll harvester/stripper, cotton gin and bale press.

The event concluded emphasizing the commitment required to continue building regional networks and sharing breakthroughs, research, technologies, experiences and knowledge among all stakeholders of the cotton sector in the region.



Odilon Silva
Cotton Researcher, Embrapa
odilon.silva@embrapa.br



Valdinei Sofiatti
Cotton Researcher, Embrapa
valdinei.sofiatti@embrapa.br



José Tiburcio
Technical Advisor, COOPERACT
tiburcioalgodao@yahoo.com.br



Carlos Brigard
Cotton Machinery Developer
cbrigardr@gmail.com



Fabio Santiago
Gral. Coord. Cotton Project, Agri-ecological Consortium
fabioirriga@hotmail.com



Marcelo Paytas
Director, INTA Reconquista-AR
paytas.marcelo@inta.gob.ar

COUNTRY-EVENT: PERÚ II

Discussion: Challenges and opportunities to reactivate the cotton, textile and apparel value chain.

09/10/2020

Representatives of the Ministry of Agriculture of Peru, the Government of Brazil, FAO, producer associations, and textile promotion committees participated in the discussion.

The first part of the event reported on the measures adopted by the government to reactivate the cotton, textile and apparel chain, in the context of COVID-19 and the recovery on the ground and in government institutions. Although the measures did not target the cotton sector, it is evident that the government applied them as a whole and they include fiber production and industrialization, with the highly relevant funding of 250 million soles for agricultural production, which includes cotton. Also mentioned was the officialization of the National Cotton Plan and that the General Agricultural Directorate is committed to this Plan. Similarly, the positive experience of the COSTACH Coop was underscored, providing details on its association, production and marketing model, highlighting the need to promote greater coordination between the production link and the manufacturing link so as to facilitate the dialogue between the different parties of the negotiation and sale of products. In addition, ANPAL reviewed the opportunities and challenges to reactivate the cotton, textile and apparel value chain from the perspective of the private sector, and the Textile & Apparel Committee discussed the measures to reactivate the textile and apparel industry in the post-COVID-19 context.

Lastly, the activities celebrating World Cotton Day were described, as well the willingness of the country's authorities and cooperation agencies to continue working jointly to recover the image of Peruvian cotton.



José Muro Ventura
General Director, MINAGRI
jmuro@minagri.gob.pe



Jaquelin Olaza Chacón
Specialist, Formulation, Execution and
Evaluation of Productive Projects
jolaza@produce.gob.pe



Elvin Palma
Representative, National Association
of Cotton Producers (ANPAL)
aeaachjva@hotmail.com



Martín Reaño
Manager, Textile-Apparel Committee
mreano@sni.org.pe

COUNTRY-EVENT: BOLIVIA

Production of cotton seeds and other crops in the family farming production systems.

09/10/2020

Representatives of the Brazilian Embassy, FAO, EMPAER-PB and universities of the country participated in this event on the production of cotton seeds and other crops in family farming production systems. The first part of the discussion focused on the experience of EMPAER-PB and other agroecological agriculture and seed production initiatives in the northeast of Brazil. In this regard, the particularities of agriculture in the area were discussed, as well as successful experiences, such as the Paraíba Cotton Project, partnered with Embrapa Algodão, Norfil S.A. Indústria Têxtil, the Coop of Cotton Textile Production (Coopnatural). The challenges to be addressed in order to promote seed production were also mentioned, such as the current legislation for the Certification of Organic Seeds.

Regarding the Bolivian experience, they presented the +Cotton Project initiative of implementing cotton seed demonstration plots in 4 municipalities of the department of Santa Cruz, its coordination with the National Institute of Agricultural & Forest Innovation (INIAF), the implementation of 3 Field Schools in the La Verdad, Rosal Centro and 25 de Mayo communities of the Pailón municipality, for the production of yucca, sweet potato, beans and purple corn seeds in agri-food systems with cotton family farming.

The challenge in Bolivia is to set up Community Seed Banks with some type of INIAF certification, resuming the research of cotton as crop, considering a sustainable and diversified production system based on the needs of the communities, also salvaging national criolla varieties, and strengthening conservation methodologies that contribute to the national and Latin American identity of cotton.



Jefferson Ferreira de Morais
Technical Director, EMPAER-PB
diret@empaer.pb.gov.br




Victor Choque Colque
Professor, Gabriel René Moreno
Univ. Inst. of Agricultural Research
The Vallecito
victorchoquecolque@gmail.com

CAMPAIGN


#ALGODÓN LATINOAMERICANO


What is cotton for you?

Video part 1 


Video part 2 

Video part 3 


Video part 4 

Video part 5 

Video part 6 

Message of ICAC 

Bolivia and seed production 

Living on cotton 

Cotton, an alternative 

Single row, cotton picker 

Read the news of the central event 

THE IMPORTANCE OF WORLD COTTON DAY

World Cotton Day is an opportunity to show the positive impact of cotton in the future and to persuade the international community to join the celebration.

Stakeholders of the global cotton community met during 5 days to share the multiple advantages of cotton with the audience, describing its qualities as natural fiber and the multiple benefits stemming from the transformation, production, trade and consumption for peoples around the world.

We express our gratitude to everybody who contributed to this series of events commemorating World Cotton Day 2020: moderators, speakers, country-project coordinators and all those who constantly accompany the actions of the +Cotton Project.

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