INTRODUCTION TO THE BETTER COTTON INITIATIVE

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CHALLENGES IN COTTON PRODUCTION

- Labour Rights
- Pesticides
- Soil Depletion
- Smallholder Poverty
- Habitat Loss
- Water Management
OUR MISSION AND AIM

Mission
BCI exists to make global cotton production better for the people who produce it, better for the environment in which it’s grown and better for the sector’s future.

Aim
BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.
In less than 10 years, the Better Cotton Initiative (BCI) and its Partners have reached over 1.6 million farmers in 21 countries, training them on more sustainable agricultural practices. We are truly a joint effort, encompassing organisations all the way from farms to fashion and textile brands, driving the cotton sector towards sustainability. By 2020, our goal is to train 5 million farmers worldwide on more sustainable agricultural practices, and account for 30% of global cotton production. BetterCotton.Org
WHAT MAKES US UNIQUE

BCI is the largest cotton sustainability programme in the world. We are a truly joint effort, encompassing organisations all the way from farms to fashion and textile brands, driving the cotton sector towards sustainability.

At the end of 2017 BCI had 1,197 members around the globe.

- 85 Retailer and Brand Members
- 1,039 Supplier and Manufacturer Members
- 32 Producer Organisation Members
- 31 Civil Society Members
- 12 Associate Members
1. **Principles and Criteria**
   Define what is Better Cotton

2. **Capacity Building**
   Train farmers

3. **Assurance Program**
   Promote continuous improvement

4. **Chain of Custody**
   Create demand

5. **Claims**
   Ensure accurate communication

6. **Results and Impact**
   Evaluate progress

A holistic approach to more sustainable cotton farming which covers all three pillars of sustainability: environmental, social and economic.
The Better Cotton Standard is seen as fully embedded into a country when there is an organisation or institution with a national mandate that is accountable for the implementation and credibility of the Standard (or a recognised equivalent).
BCI Finance 2016-2017

- 38% Membership & Better Cotton Platform Fees
- 25% Volume Based Fees
- 37% Grants & Donations

Better Cotton Growth and Innovation Fund

- Volume Based Fees
- BCI Secretariat

Field Level Training 62.5%
- Administration 13.8%
- Demand Activities 12.2%
- Stewardship of Standard 6.3%
- Assurance Programme 5.2%
Mass Balance

What is it?

Better Cotton is sourced from licensed BCI Farmers.

The Better Cotton gets mixed with conventional cotton in a complex supply chain.

The retailer has sourced the Better Cotton and BCI Farmers have seen the benefit, but the Better Cotton may not be in the end product.
WHY MASS BALANCE?

DEMAND BY RETAILER AND BRAND MEMBERS

- By joining BCI they bring demand for Better Cotton to encourage its production
- By placing BCI orders and contributing with volume-based fees they finance ground-level investments for Better Cotton production
BCI Farmers Around the World 2017-18

- **USA**: 360 farmers, 0.01% of BCI Farmers
- **ISRAEL**: 75 farmers, 0.003% of BCI Farmers
- **TURKEY**: 791 farmers, 0.03% of BCI Farmers
- **PAKISTAN**: 251,292 farmers, 12.6% of BCI Farmers
- **KAZAKHSTAN**: 169 farmers, 0.008% of BCI Farmers
- **TAJIKISTAN**: 1,261 farmers, 0.06% of BCI Farmers
- **CHINA**: 79,093 farmers, 4% of BCI Farmers
- **INDIA**: 575,725 farmers, 28.8% of BCI Farmers
- **BRAZIL (ABR)**: 270 farmers, 0.01% of BCI Farmers
- **MALI**: 3,879 farmers, 0.2% of BCI Farmers
- **CmiA (AbTF)**: 935,256 farmers, 46.8% of BCI Farmers
- **SOUTH AFRICA**: 1,163 farmers, 0.05% of BCI Farmers
- **MOZAMBIQUE**: 99,727 farmers, 5% of BCI Farmers
- **AUSTRALIA**: 100 farmers, 0.005% of BCI Farmers

*BCI recognised equivalent standard
CmiA countries: Burkina Faso, Cameroon, Côte d’Ivoire, Ghana, Mozambique, Tanzania, Uganda and Zambia
FARMER RESULTS FROM THE 2015-16 SEASON

The results compare BCI Farmers to comparison farmers working in the same area.

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</tr>
</thead>
<tbody>
<tr>
<td>Yield</td>
<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>21%</td>
<td>7%</td>
<td>4%</td>
<td>15%</td>
<td>26%</td>
</tr>
<tr>
<td>Pesticide</td>
<td>12%</td>
<td>20%</td>
<td>17%</td>
<td>23%</td>
<td>12%</td>
<td>73%</td>
<td>6%</td>
<td>0%</td>
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<tr>
<td>Synthetic</td>
<td>1%</td>
<td>20%</td>
<td>13%</td>
<td>1%</td>
<td>6%</td>
<td>13%</td>
<td>Not used by comparison farmers</td>
<td>11%</td>
</tr>
<tr>
<td>Fertiliser</td>
<td>303%</td>
<td>8%</td>
<td>446%</td>
<td>49%</td>
<td>Not used by comparison farmers</td>
<td>Not used by comparison farmers</td>
<td>No organic fertiliser used</td>
<td>Not reported by BCI Farmers</td>
</tr>
<tr>
<td>Water</td>
<td>26%</td>
<td>20%</td>
<td>21%</td>
<td>6%</td>
<td>10%</td>
<td>Rainfed</td>
<td>Rainfed</td>
<td>6%</td>
</tr>
<tr>
<td>Profit</td>
<td>34%</td>
<td>23%</td>
<td>37%</td>
<td>65%</td>
<td>26%</td>
<td>12%</td>
<td>16%</td>
<td>64%</td>
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The farmer results compare the country averages of key environmental and economic indicators achieved by licensed BCI Farmers to non-BCI Farmers in the same geographic area.

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<tr>
<th></th>
<th>China</th>
<th>India</th>
<th>Pakistan</th>
<th>Tajikistan</th>
<th>Turkey</th>
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<tbody>
<tr>
<td><strong>Yield</strong></td>
<td>14%</td>
<td>8%</td>
<td>15%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Pesticide</strong></td>
<td>4%</td>
<td>30%</td>
<td>20%</td>
<td>63%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Synthetic Fertiliser</strong></td>
<td>1%</td>
<td>17%</td>
<td>15%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Organic Fertiliser</strong></td>
<td>0%</td>
<td>11%</td>
<td>5%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Water</strong></td>
<td>10%</td>
<td>5%</td>
<td>20%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Profit</strong></td>
<td>27%</td>
<td>21%</td>
<td>37%</td>
<td>48%</td>
<td>10%</td>
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The People of BCI 2016-2017

BCI works with a diverse network of partners around the world to implement the Better Cotton Standard System at field level.
LOOKING FORWARD: 2020-2030

We are currently working on our 2020-2030 strategy

- BCI is still looking to achieve market transformation
- We are looking at a more farmer centric approach improving capacity in cotton farming practices and thereby improving livelihoods
- In order to reach more farmers, we require investment not only from retailers and brands but also from governments
- Governments who have funded either the Secretariat or the GIF include: SIDA, USAID, SDC (Swiss Agency for Development Cooperation) Australia Department of Foreign Affairs (DFAT), Netherlands Ministry for Foreign Affairs, IDH
- We still have many more farmers to reach
- Join us!
THANK YOU