Better Cotton Initiative and Smallholders

99% of cotton farmers are Smallholders

About 75% of cotton is produced in developing countries
Making global cotton production better for the people who produce it, better for the environment it grows in and better for the sector’s future.

Built around the needs and challenges of smallholder farming

» Governance
» Standards
» Capacity building / producer support
» Assurance
» Investment model
BCI and smallholders in numbers

SH account for 99.5% of Better Cotton farmers
SH account for 65.8% of Better Cotton Area
SH account for 49.1% of Better Cotton volume

The business case for Cotton smallholders

Higher yields
combined with
Lower input costs
leads to
Better profits and better livelihoods
The business case for Cotton smallholders

- SH’s interest and expertise represented in membership and council.

- Healthy balance in Large Farms Vs. SH supply insured by dual global targets:
  - 8.2 million MT cotton lint in 2020
  - 5 million farmers in 2020
The BCI Standards and Smallholders

One unique global standards
- 6 production principles broken down into generic criteria

3 farmer categories
- Small holders
- Medium farms
- Large Farms

Capacity Building and Smallholders

- BCI relies on Implementing Partners
- Better Cotton Fast Track Programme as Farmer Support Fund.
Assurance Program

- Two distinct approaches for different farm categories

- For Smallholders:
  - Organised into Producer Units (appr. 3,500)
  - “New generation” assurance program

Investment Model

- Currently in transition.
- Need to balance Large Farm vs SH supply growth
- Volume-based fee paid by brands and retailers on all Better Cotton Sourcing
- Feed into a producer support fund
Be part of something Better