PROS AND CONS OF MASS BALANCE

ICAC PLENARY MEETING

Alan McClay, CEO, BCI

December 2019
INTRODUCTION

THEORY OF CHANGE

CHAIN OF CUSTODY MODELS

MASS BALANCE
THE BETTER COTTON INITIATIVE

WHO WE ARE

*2017-18 COTTON SEASON

2 MILLION LICENSED FARMERS

IN 21 COUNTRIES PRODUCED

19%* OF GLOBAL COTTON AS BETTER COTTON

*2017-18 COTTON SEASON
THEORY OF CHANGE AND CHAIN OF CUSTODY
CHAIN OF CUSTODY
FOUR MAJOR MODELS

IDENTITY PRESERVATION

MASS BALANCE
IN PROCESS OUT

SEGREGATION

BOOK AND CLAIM
MASS BALANCE
BCI AND MASS BALANCE

WHAT IS IT?
BCI AND MASS BALANCE

WHY DO IT LIKE THIS?

Mass Balance is less complicated than physical traceability and is therefore less costly...

Which helps create more demand for Better Cotton...

Which enables BCI to reach more cotton farmers.
WEIGHING UP MASS BALANCE
Better Cotton Initiative and Better Cotton

We're a proud member of the Better Cotton Initiative (BCI). The Better Cotton Initiative exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector’s future. BCI trains farmers to use water efficiently, care for the health of the soil and natural habitats, reduce use of harmful chemicals and respect the rights and well-being of workers. It's a holistic approach to growing cotton in a more sustainable way. Better Cotton is sourced via a system of Mass Balance and not physically traceable to end products. BCI Farmers benefit from the demand for Better Cotton in equivalent volumes to those we source.

Read more about Better Cotton and BCI at bettercotton.org.
We partner with Better Cotton Initiative (BCI) to ensure a percentage of our cotton is grown following six environmental principles, including efficient water use, conservation of natural habitats, concern for soil quality, preservation of fiber quality, minimal environmental impact of crop protection methods and promotion of decent work. BCI cotton is traceable from the farm to the gin, but may be blended with other fibers at the spinner.
Better Cotton is sourced via a system of Mass Balance and not physically traceable to end products. BCI Farmers benefit from the demand for Better Cotton in equivalent volumes to those we ‘source’.
LOOKING TO THE FUTURE

Ralph Lauren launches QR-based tracking system to boost supply chain visibility, fight counterfeits

Fashion for Good successfully traces organic cotton

Nestlé boosting palm oil traceability with radar technology

By Dominic Cuthbert - 7th November 2019
Thank you