



**78<sup>th</sup> Plenary Meeting – Brisbane (Australia)  
MINUTES  
First Open Session  
Traceability Seminar – Part 2**

13:45 hrs, Monday 2 December 2019

Chair: Mr Allan Williams, General. Manager, R&D Investment, Cotton Research & Development Corporation, Australia

**Presenters**

Mr. Sandon Adams, Managing Director – Australia, Oritain Global Limited, Australia  
Ms. Jannice Cameron-Chapital, Chief Marketing Office, Himatsingka America, USA &  
Ms. MeiLin Wan, Vice President, Applied DNA Sciences, USA  
Mr. Shannon Mercer, Director of Business Development, FibreTrace, Australia

**Panellist**

Mr. Arthur Spellson, Marketing Manager – Cotton, Auscott, Australia  
Ms. Liesl Truscott, Director, Europe and Materials Strategy, Textile Exchange, UK  
Mr. Alan McClay, CEO, Better Cotton Initiative, Switzerland

The Chair explained that one of the purposes of the panel was to understand in more detail, the problems that traceability solutions are trying to solve in the cotton industry. The speakers would provide information on some of the traceability solutions being offered to the cotton industry. The Chair noted that the future is potentially going to be driven by consumer dominated systems, and those that survive are going to be those that best engaged with more conscious consumers.

Representatives from three companies took part in the Traceability Panel. Each company explained their technology and the pros and cons of using these technologies. Other panellists were invited to the discussion.

Mr. McClay was asked if all the members of BCI define traceability in the same way and if they were looking for the same solution. He replied that retailers and brands define traceability as being able to link the products they are selling with the production they are investing from. He mentioned that the brands want to be able to talk about impact and to do that they needed to know exactly what is happening between the point of production and their selling the product. He noted that mass balance has been the lead to achieve scale, but now it is showing its limitations. Ms. Truscott, from Textile Exchange, mentioned that amongst brands, manufacturers and suppliers, there are different opinions on why traceability is important. There are more companies trying to understand the risks and opportunities associated with transparency, such as, labour issues, fraud, etc. She noted that rather than excluding a specific source when a problem is identified, the brand should work together with the source and help them to solve the problem through the use of innovation and partnerships.

Mr. Spellson said that brands and retailers are looking for traceability because they had something they wanted to protect, such as their reputation or the brand itself. Others are looking for an

opportunity or a way to differentiate and promote their products. He mentioned that Implementing traceability technologies carries a cost for businesses, but the cost of a damaged reputation for companies that don't provide it might be higher. He noted that if retailers and brands want more or want to be able to tell a full story of a garment, then there is a cost that needs to be covered.

The Chair noted that multiple solutions can be used to solve the issue of traceability. He also noted that there is not any consumer level research as to what consumers are looking for as opposed to what retailers and brands want.

Meeting was adjourned at 12:45