

COTTON CONNECT

ICAC 81st Plenary Meeting

Breakout Panel : 5

Farmer cooperative business in Asia.
Enhanced sustainable returns for
producers: Can collective efforts of the
cotton value chain be the
gamechangers?

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CottonConnect's Core Services Overview

Trained 770,000 farmers, impacting 4 Million livelihoods

Sustainable agricultural practices



REEL Cotton Training Programmes
Our own sustainable cotton programmes – Responsible Environment, Enhanced Livelihoods (REEL)



Organic Integrity
Providing the Organic Cotton training; and integrity testing



Regenerative Cotton programmes
Training on regenerative practices to develop long-term sustainable farming systems

Better Cotton Programme
Scale Program Partner of the Better Cotton Program in India

Social transformation



Gender Empowerment Programmes



Farmer Business School

Human Rights Due Diligence

Supply chain optimisation

Sustainable Cotton Strategy
Mapping
Volume analysis

Supply Chain Transparency & Assurance
TraceBale
Supply Chain Linkages
Verification

Supply Chain Engagement & Education
Internal buying team and supplier workshop

Farmers' co-operative societies :

- ❖ A community institution managed by farmers, having social mission
- ❖ Collective decision making
- ❖ Aggregation and marketing of farm produces and agri.inputs
- ❖ Multiple Strengths: i.e. Community power, strong community network
- ❖ Multiple Challenges : i.e. Cotton requires multiple Processing mostly outside the areas of Co-op., Climate Change, Pest attack
- ❖ 48 of the top 300 cooperatives globally are in Asia Pacific region
- ❖ China and India hold around 190 million co-operative members
- ❖ Various successful farmers co-operatives in Asia i.e. AMUL, IFFCO, Zen-Noh Japan, National Trade Union Congress, Fair Price-Singapore, Chetna Organic for organic cotton- India



CottonConnect's approach to support farmers :

- ❖ Expert training, advice and strong handholding at the heart of CottonConnect's work
- ❖ Focus on supply chain linkages and traceability
- ❖ Volume assurance to brands
- ❖ Create value all along the supply chain
- ❖ Enhancing livelihoods
- ❖ Catalyst for farmers to get better at what they do and to improve their lives
- ❖ Bring communities together and believe in the power of collective action and knowledge sharing to create positive impact
- ❖ Collaborations with technical partners for farmers' benefits



Can collective efforts of the cotton value chain be the game changer? :

- ❖ Various business opportunities
- ❖ The power of sharing knowledge, insights, skills and technology
- ❖ Provide sustainable cotton with traceability
- ❖ Create a model wherein farmers get direct benefits of interventions
- ❖ The multiplier effect – tens of trained farmers quickly turns into hundreds/thousands of trained farmers
- ❖ Understand the importance of women in cotton
- ❖ Focus on how local, on the ground initiatives can empower global impact – for all links in the value chain
- ❖ Strategic partnerships building and support



Thank You!

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