Harmonisation in Cotton Branding and Supportive Commercialisation

Creating a Unified Landscape for Raw Cotton Market

Exploring the Need and Benefits of Harmonisation in Cotton Branding and Commercialisation

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Raw Cotton and Brand Distinction

- Raw Cotton Perspective: Brands' pursuit of Distinctiveness
- Importance of Branding in the Cotton Industry
- Challenges in Maintaining Individual Brand Identities
Traceability Requirements in Cotton

- Existing and New Traceability Requirements
- Common Traceability Standards Across Countries
- Promoting Harmonisation through Shared Traceability Criteria
Cotton Origins: Large Mechanized vs. Small Holder Farms

- Is contrast Between Large Mechanized Farms and Small Holder Farms relevant
- Impact on Branding and Traceability Requirements
- Addressing Diverse Cotton Origins in Harmonisation Efforts
Cotton Blends and Traceability

- Significance of Cotton Blends in the Market
- Ensuring Traceability in Cotton Blends
- Common Traceability Definitions and Criteria for Efficiency
Efficiency and Collaboration through Harmonisation

- Role of Common Traceability Standards in Efficiency
- Encouraging Collaboration Among Stakeholders
- Benefits of Harmonisation in Enhancing Industry Processes
Potential Monopoly by Large Retailers

- Concerns Regarding Monopoly with Harmonisation
- Balancing Harmonisation with Market Diversity
- Safeguarding Fair Competition in the Cotton Industry
Support Messages for Cotton

- Common Messages Supporting the Cotton Industry
- Advocating Sustainable Practices
- Balancing Support with Individual Brand Identities
Conclusion

- Importance of Harmonisation in Cotton Branding and Commercialisation
- Balancing Common Standards with Individual Brand Identities