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

**ABOUT COTTONCONNECT**

**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

**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

**Reimagining the future for supply chains**
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

REF: https://www.researchgate.net/publication/359576210_Emergence_of_Cooperatives_and_their_transformation_across_Asia_Africa_and_South_America
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!