Sustainable Cotton and Small-Holder Farms: The Branding Challenge

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Alexandra Perschau, Head of Standards & Outreach, Aid by Trade Foundation
AbTF follows a social business approach

CmiA invests income in farmer trainings, social projects, certification, M&E

Smallholder farmers produce sustainable seed cotton

Retailers/Brands take up CmiA & pay a licence fee

Ginneries deliver sustainable lint cotton

CmiA cotton is processed in the supply chain

CmiA cotton is traded by nominated traders worldwide
Basis for branding is a trustworthy standards system.
CmiA’s network currently covers 20+ certified partners in 11 countries South of the Sahara
900,000 SMALLHOLDERS OF AFRICAN COTTON PRODUCTION IS CMIA VERIFIED 40%
Working together to improve livelihoods and protect the environment
Brands and Retailers meanwhile know African cotton is globally available.
There is no branding challenge for sustainable cotton from smallholders
Delivering detailed information from smallholders in many different impact categories is demanding.
Thank you!
The Aid by Trade Foundation (AbTF) was founded in 2005 by the Hamburg-based entrepreneur Prof. Dr Michael Otto.

The goal of this independently operating foundation is to provide help for self-help through trade in order to ensure the preservation of essential resources and to secure the future for following generations.

As the umbrella organisation of Cotton made in Africa (CmiA), AbTF is working to achieve its primary objectives through the CmiA initiative. The trading partners from the demand alliance provide the demand for cotton produced according to the CmiA standards, paying a volume-based licensing fee to the foundation that is then reinvested in the project regions. The CmiA label allows consumers to recognise the products and make informed purchasing decisions, with each purchase representing a valuable contribution to environmental protection and to support for small-scale farmers and their families in Africa.

Learn more about AbTF on our AbTF website.