Better Practices for a Better Cotton Sector

December 2023
Better Cotton and our Ambition
Delivering Impact in India
Field-level Actions and Results
Delivering Traceable Better Cotton
Striving for Global Prosperity
Q&A

Agenda
Better Cotton: Our Reach and Ambition

Graphic from Better Cotton’s 2022-23 Annual Report
Delivering Impact: Environment

2023 India Impact Report Results

**Pesticides**

*Figure 1: Active ingredient used for crop protection in kg/ha*

- Total reported pesticide use: 53% drop

- Permitted
- Carcinogen, mutagen, reprotoxic
- Highly toxic
- Extremely toxic
- Pending classification as PICs
- PICs, PoPs, Montreal

**Soil Health**

- Kg synthetic fertiliser used per hectare
- Kg synthetic nitrogen used per hectare

**Water**

- Irrigation water use per lint harvested (m3/mt) of lint
Delivering Impact: Social
2023 India Impact Report

**Women’s Empowerment**

In the 2019-20 cotton season, around 16% of Field Facilitators were women.

Rising to over 15.5% in the 2021-22 cotton season.

Selected Better Cotton Programme Partners in India now run Producer Units with only women farmers and an average of 70% women staff members.

**Livelihoods**

Costs Total (local currency/ha)

Income Total (local currency/ha)
Local Solutions – Global Benefits
Our Pesticide Awareness Campaign
I joined the Better Cotton project in 2017.
Thinking Big
Traceable Better Cotton and its Scope for Impact

**Regulatory pressure**

- Customs legislation requiring origin data.
- Due diligence legislation places responsibility for sustainable sourcing on importers.
- Substantiating green claims.

**Market demand**

- Consumers increasingly want to know where their products have come from.
- Investors want to de-risk their supply chains.
- Performance against impact targets is now a key KPI.
What are the Benefits and Opportunities?

- Market access and fair price
- Supply chain transparency
- Value to farmers