

MATERRA®

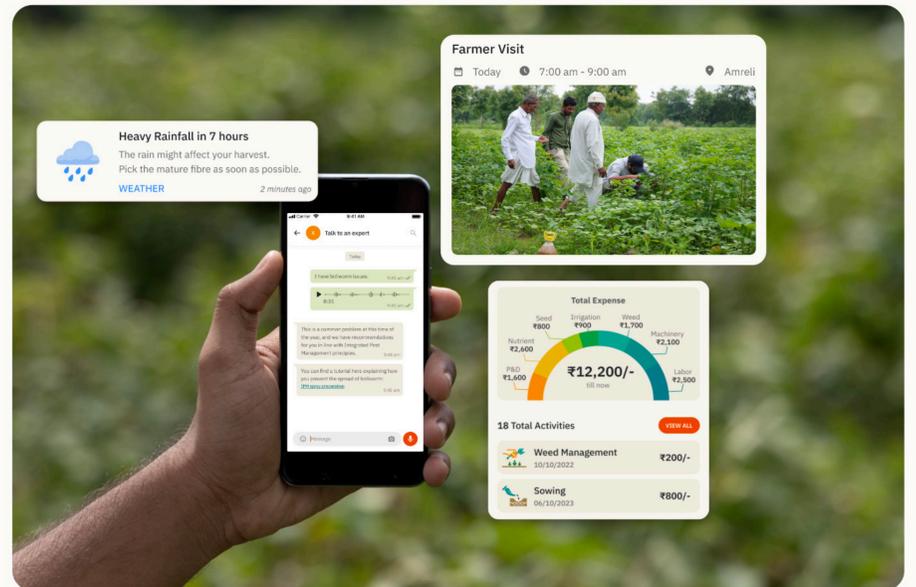
Creating a Digital Operating System for Smallholder Cotton Farming

Materra designs solutions to grow and source climate-resilient, transparent and equitable cotton, for fashion brands – with the data to prove it. We work directly with farmers in India to create custom cotton sourcing programs for fashion brands and textile mills, seamlessly plugging into supply chains.

Our regenerative program is our farmer-led climate mitigation strategy for cotton agriculture. We are currently working with over 1000 farmers in India to produce long staple cotton fibre for novel sourcing contracts with major international brands.

Alongside this is hydroponics, our climate adaptation strategy for cotton agriculture, non-reliant on arable land and consistent rainfall.

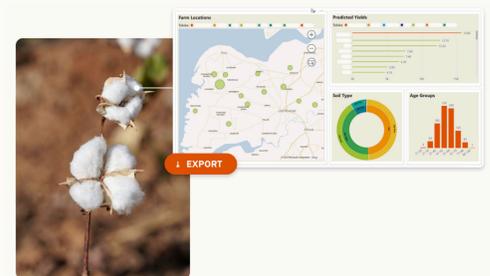
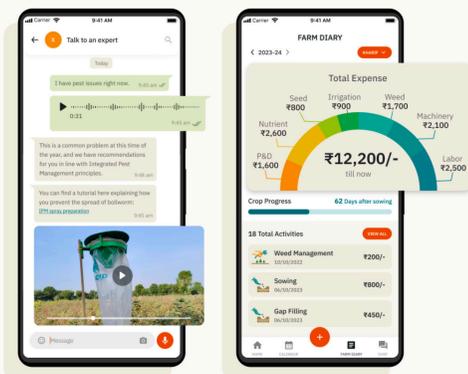
To help implement regenerative agricultural practices at scale, we've designed Co: Farm, a mobile and web application. Underpinned by extensive smallholder farmer and IP research, Co: Farm has a multilingual, intuitive, farmer-facing interface.



For farmers

For field teams

For fashion brands



Co: Farm is an agronomy assistant in every farmer's hands. It provides on-demand video tutorials on regenerative practices and farm demonstrations, information on crop prices, personalised notifications and tailored recommendations to mitigate weather and plant stresses and maximise profits.

Armed with a basic smartphone, farmers can also chat directly with Extension Officers and agronomy experts throughout the season to get the right information at the right time.

Co: Farm's mobile and web interfaces help implementation teams effectively manage extension agents and entire farming clusters. The customisable dashboards give access to live consolidated data from farmers and field teams. Field teams can also easily plan meetings, record field details, and chat with farmers, all in one place.

With micro-level visibility and control, this single source of truth increases quality assurance from seed to bale while minimising M&E workflow.

Co: Farm collects over 300 unique data points – including GhG emissions and water – directly from farmers to help brands assess the granularity of their cotton impact.

With the raw data provided, brands create relevant datasets through third parties and make claims compliant with codes, disclosures and regulations across the world.

Unlocking new levels of transparency, this reduces the risk of greenwash.

What kinds of data are collected?

Our impact data currently covers the requirements for GHG and water assessment using CFT, as well as RegenAgri and ROC standards. Indicators cover a broad range of social and demographic, land, crops, and economic/sales-based measures, based on brands' needs.

For example, land data includes the following: KML boundaries, acreage, irrigation type, crop rotations, cover crops, sowing details, soil (physical, chemical, biological).

Crop data can include the following: Seed type, irrigation practices, nutrient management, pest and weed management, and labour.

How is data collected and given to brands?

Data is self-reported and recorded by each farmer we work with throughout the growing season, on the Co: Farm app, or by field executives who regularly engage with the farming communities we work with. A majority of this data is derived from practices in the field and reported live on the app for continuous visibility. This is currently supplemented by surveys and will be supplemented, in 2024, with satellite data.

This is followed by a rigorous four-step data quality assurance process to internally verify the reliability of the data. Brands are then provided raw data through custom dashboards.