

**INTERNATIONAL  
COTTON  
CONFERENCE  
BREMEN**

2024



20 – 22 MARCH 2024 | BREMEN PARLIAMENT HOUSE

## PRESENTATION

Session:  
COTTON ECONOMICS

Title:  
Accelerating field-level progress through Better Cotton's Regenerative Cotton Landscapes Fund

Speaker:  
Alan McClay, CEO Better Cotton, Geneva (Switzerland)

Conference Organization

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# International Cotton Conference

Bremen Cotton Exchange  
Fibre Institute Bremen

Photo Credit: ©Better Cotton/Yuyang Liu

# Who we are

Not for Profit - Multistakeholder - Membership Association

## Membership 2022



Total Members

**2,563**

Figures from Better Cotton's  
2022-23 Annual Report

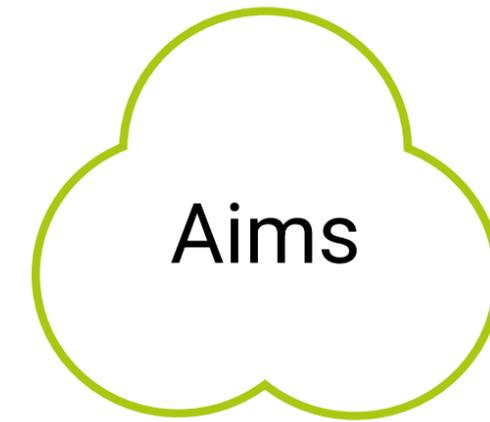
# What drives us



A world where all cotton production is more sustainable.



To help cotton communities survive and thrive, while protecting and restoring the environment.



- Embed sustainable farming practices and policies
- Enhance well-being and economic development
- Drive global demand for more sustainable cotton.

# Our farm-level standard

The Principles and Criteria v.3.0



# Our reach



**22%**  
of global production



**2.8 million**  
Farmers, co-farmers,  
sharecroppers, business  
partners, and permanent  
workers



**55**  
Strategic and  
Programme  
Partners



**22**  
Countries

# Our Impact: India

## Programme overview

India was one of the first countries to implement the Better Cotton programme, with the first harvest of Better Cotton produced in 2011.

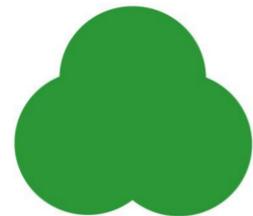
It has the largest number of farmers participating in the programme and growing Better Cotton. India also has the largest area under cotton cultivation in the world – approximately 12.6 million hectares.

In the 2021-22 Season:



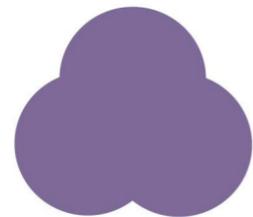
**996,565**

Participating farmers



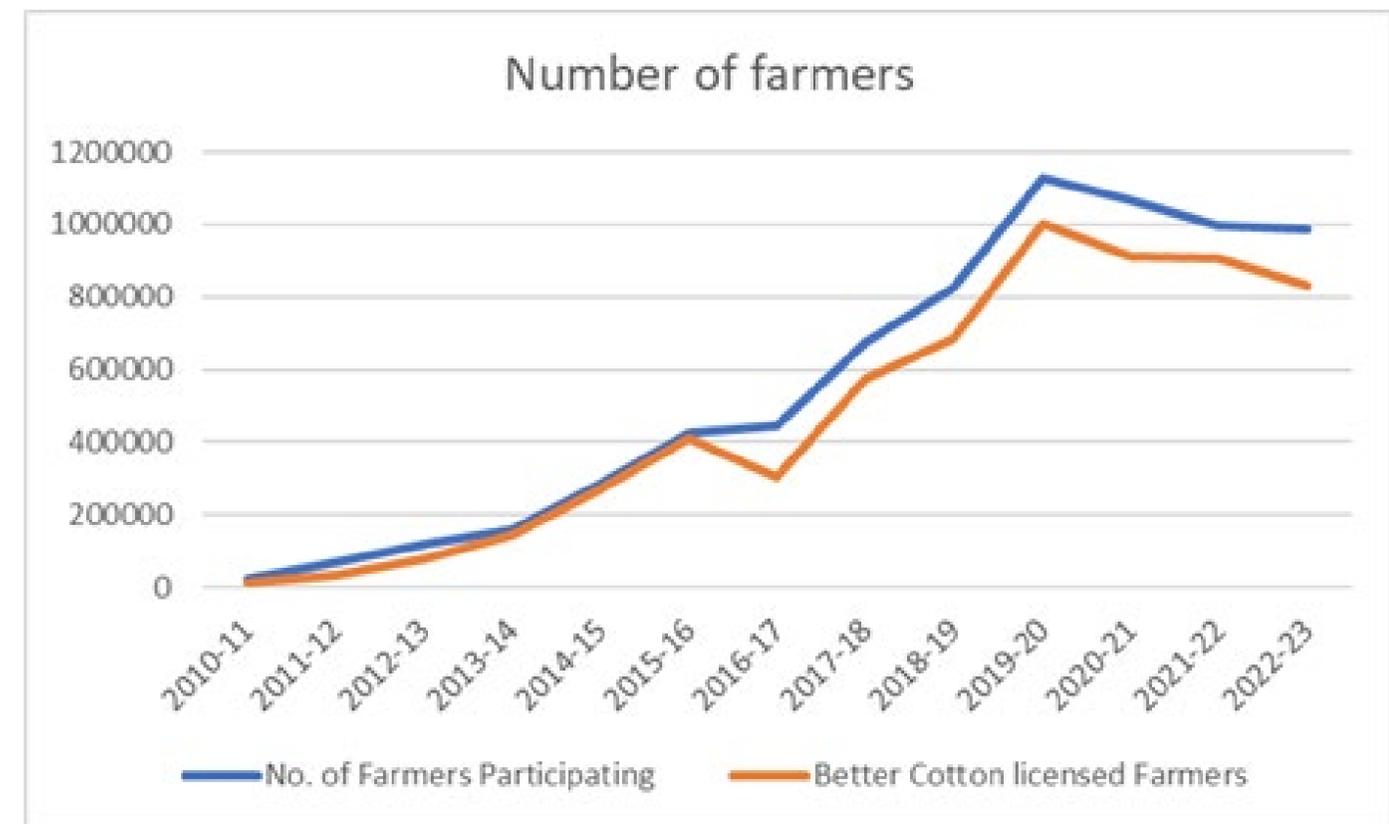
**1,352,286**

Hectares harvested



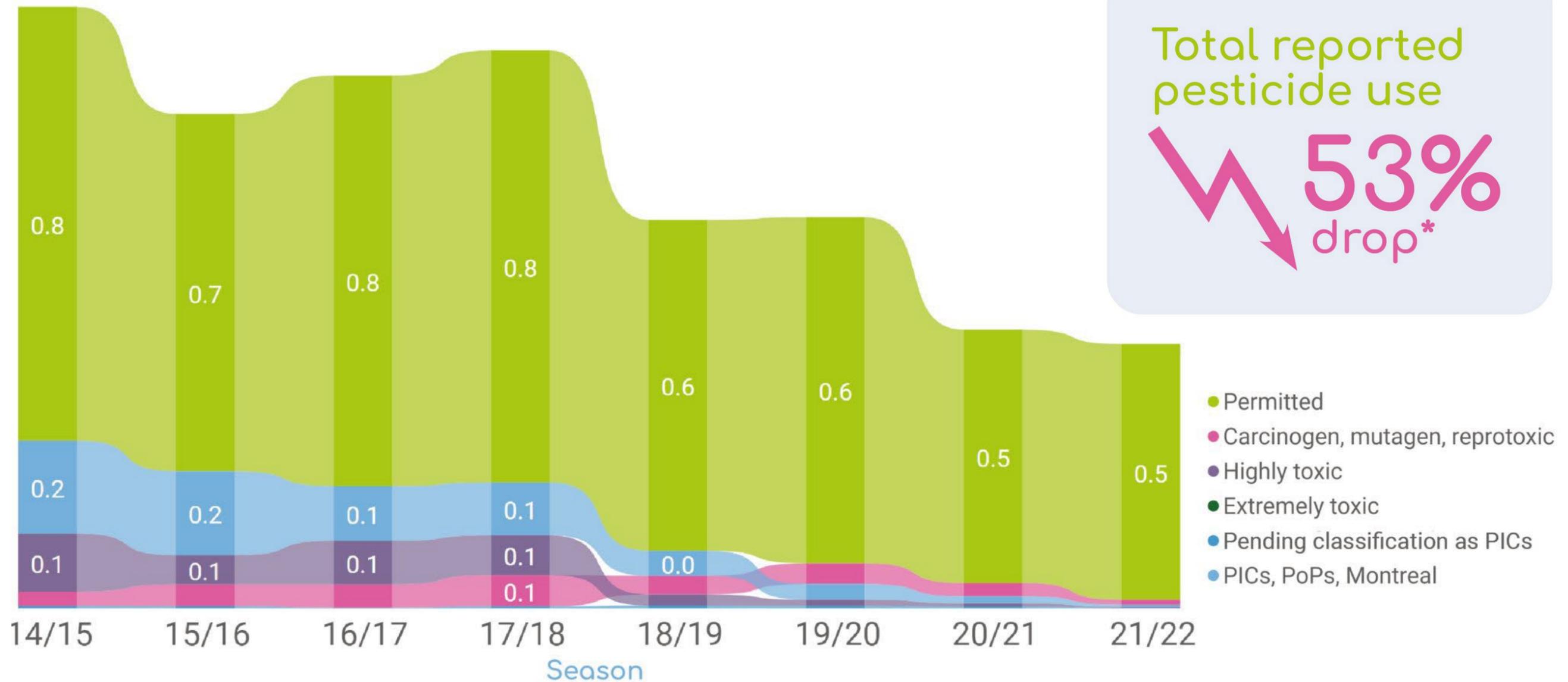
**863,480**

Tonnes of Better Cotton



# Pesticides

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



# Water & Soil Health

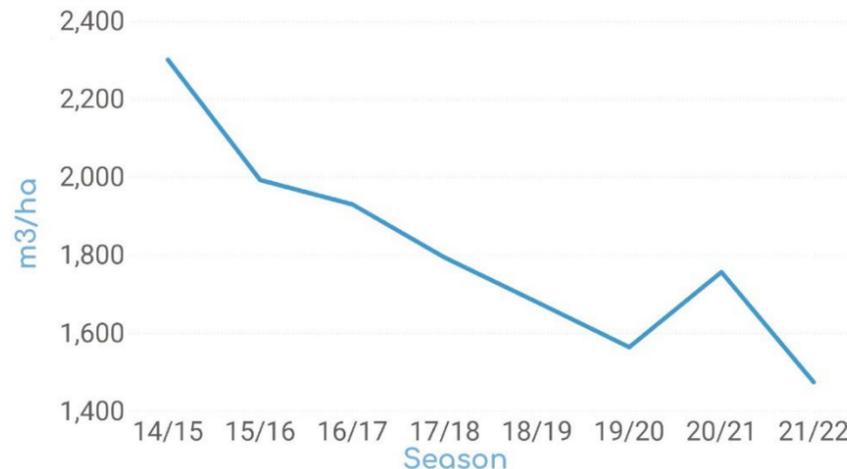
**35%**  
of Indian cotton farmers used irrigation

Irrigation water use per lint harvested (m<sup>3</sup>/mt) of lint



**64%**  
of Better Cotton Farmers used irrigation

Irrigation water use per area (m<sup>3</sup>/ha)



Kg synthetic fertiliser used per hectare



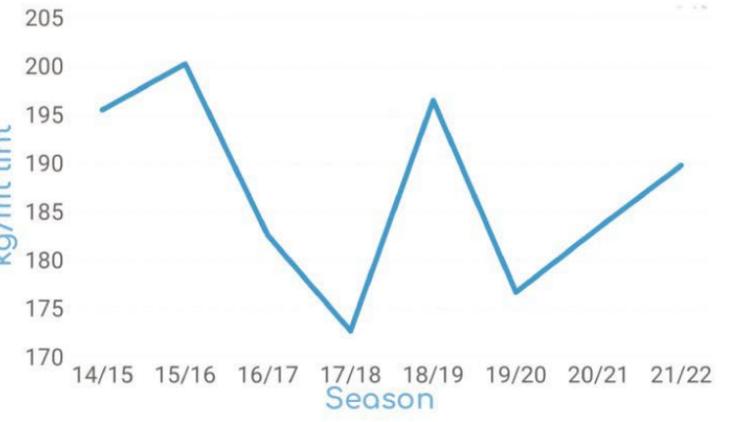
Kg synthetic nitrogen used per hectare



Kg synthetic fertiliser used per mt lint



Kg synthetic nitrogen used per mt lint



# Livelihoods

Costs Total (local currency/ha)



Income Total (local currency/ha)

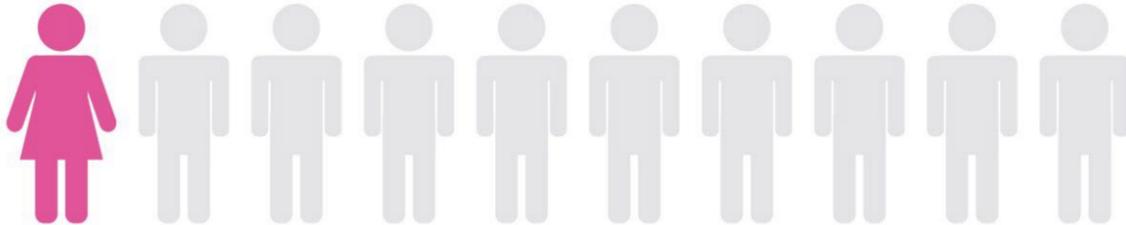


# Women's Empowerment

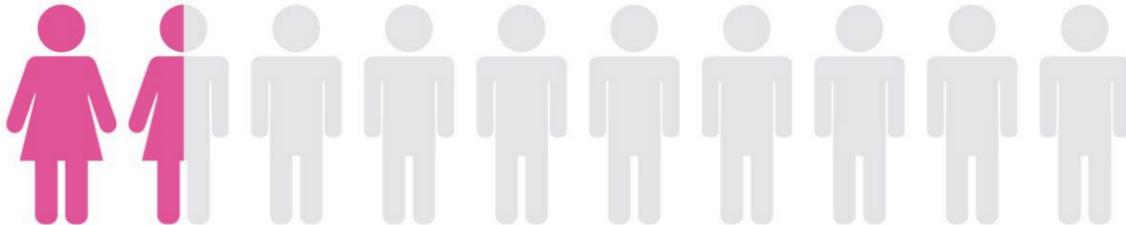
Percentage of work done by women



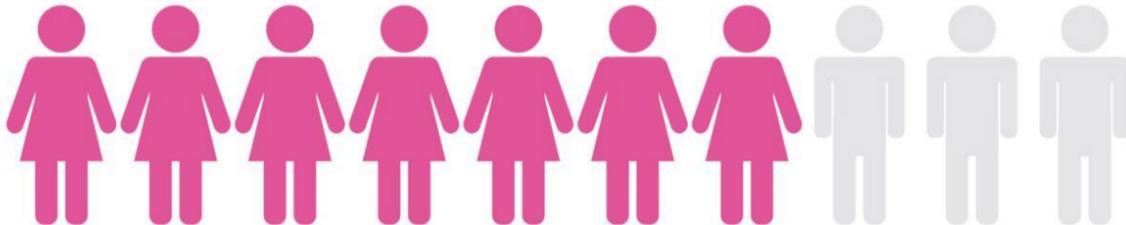
In the 2019-20 cotton season, around 10% of Field Facilitators were women



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



# Looking ahead

Five drivers for transformational change

- 🌱 Legislation
- 🌱 Traceability
- 🌱 Certification
- 🌱 Regenerative agriculture
- 🌱 Farmer remuneration





Questions?