



## Top challenges in cotton production

- 1 Cotton farmers are virtually invisible in the supply chain and wield little power or influence
- 2 Many cotton farmers live below the poverty line
- 3 Rising costs of production and fluctuating market prices
- 4 The effects of climate change on cotton crops and falling yields

## Where is Fairtrade focusing its efforts?

- ✓ Ensuring higher and more stable incomes to cotton farmers
- ✓ Supporting farmers and their communities in addressing environmental challenges



# THE IMPACT OF FAIRTRADE



### Climate change adaptation

Small-scale cotton farmers have limited options for improving their economic and social situation within the conventional supply chain.

Fairtrade supports farmers with fairer, more stable prices and additional income to invest in infrastructure, training, farm equipment, and business improvements as well as programs such as healthcare, clean water, and education that contribute to flourishing communities.

Fairtrade supports farmers in managing the environmental and health risks from cotton production and in building stronger organizations with increased bargaining power and a more active role in global supply chains. Fairtrade works with 19 producer organizations growing Fairtrade cotton in seven countries.



### Working with the textile industry to increase its uptake of Fairtrade cotton

In 2018, Fairtrade, in collaboration with APROCA, ECOS, and FIBL launched 'The Organic and Fairtrade Cotton Coalition (CCBE) West Africa'.

This new multi-stakeholder coalition aims to establish reliable market access for more than 500,000 small-scale Organic and Fairtrade cotton farmers across Mali, Burkina Faso, Benin, and Senegal.

We hope that, by 2025, those producers will be earning a fair and sustainable income from farming and processing approximately 40,000 MT of cotton fibre.



### Global study on the hidden costs of cotton farming

A recent study shows that Fairtrade cotton farming has lower environmental costs for a number of reasons. Synthetic fertilizers are replaced with Organic fertilizers like compost and synthetic pesticides are replaced with Organic pesticides like leaf extract. Greenhouse gas emissions are also lower for Fairtrade cotton farming, mainly because in conventional cotton farming the crop residues are burned whereas this technique is no longer practiced in Fairtrade. Finally, water use per kg of seed cotton produced is on average 30% lower.

Fairtrade cotton farming also generated approximately 13% higher social benefits than conventional farming and has approximately 97% lower social costs than conventional cotton cultivation.



# Pratima Organic Grower Group, India

## Story from the field

One of the most significant projects Pratima has used the Fairtrade Premium for is the community centre. This provides extra space for families, and electricity for children to do their homework.

Pratima is also using some of the Fairtrade Premium to establish a fund from which women's self-help groups can seek loans to set up income-generating activities like brickmaking, tailoring, and aquaculture initiatives.

Pratima also provides 600–700 scholarships for school children every year using the Fairtrade Premium.



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For me, Fairtrade is the balance between ethics and the environment. The disadvantaged co-operatives benefit socially, economically and ecologically from Fairtrade. The system encourages them to participate democratically in all decisions of the co-operative.

- Siddharth Tripathy  
Press Secretary of Chetna Organic Farmers Association

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# COTTON

