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Cotton Bales

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Now available

New Better Cotton System components on the BCI website:

- [Farm Assessment](#), including [benchmarks](#)
- [Monitoring, Evaluation, and Learning](#)
- [Tools](#)

'Going live' 2010

The BCI starts 2010 by going live, expecting the first Better Cotton harvest before the end of the year. In the next three years the BCI will focus on doing, reviewing, learning and improving. The ultimate purpose is to prove that the Better Cotton System model can work as a mainstream solution for sustainability in the cotton sector.

In the last 3 years (2007-2009), the BCI focused on generating the interest and involvement of organisations across sectors and across continents to develop the Better Cotton System. It is now time to go live. From 2010 to 2012 the focus of activities for BCI members, partners and Secretariat will be on supporting and enabling farmers, connecting supply and demand, and measuring change.

Building partnerships for the implementation of the Better Cotton System

The BCI seeks to develop strong and supportive partnerships with organisations that are experienced and interested in working with smallholder farmers to enable them to grow Better Cotton in the BCI focus regions (Brazil, India, Pakistan, and West & Central Africa - Benin, Burkina Faso, Cameroun, Mali, Senegal, and Togo).

These organisations could be NGOs, inter-governmental organisations, traders, ginners, or government departments. In BCI terminology any organisation carrying out farmer support work are termed, 'Implementing Partners'.

Such a partnership needs defined roles, responsibilities and support, which form part of a signed agreement between the BCI and the implementing organisation. The template for such an Implementation Partnership Agreement is available on the [BCI website](#). If you are interested in implementing the Better Cotton System please email the appropriate [BCI Regional Coordinator](#).

Communication Rules now online

The Communication Rules aim to clarify key rules relating to how members can publicly communicate about their membership of BCI, the support they provide to farmers, and their use of Better Cotton in their supply chain. They are now available on the [BCI website](#).



Field in Warangal

© BCI / Ellie La Trobe Bateman

Member of FAST

The BCI is now a member of the Finance Alliance for Sustainable Trade (**FAST**), a global, member driven, non-profit association, that represents lenders and producers dedicated to bringing sustainable products to market. FAST brings together this diverse group of stakeholders for the first time to work collectively to increase the number of producers in developing nations who can successfully access quality trade finance, tailored to their business needs, as they enter sustainable markets.



Dyed Cotton Yarn

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BCI members

Starting January 2010 the Better Cotton Initiative members are:

Civil Society: Cotton Incorporated, Pesticide Action Network UK, Responsible Sourcing Network, Solidaridad, World Wildlife Fund (WWF)

Producers: ABRAPA (Brazilian Producers), Farmers Associates of Pakistan, International Federation of Agricultural Producers

Retailers and Brands: adidas, Asda, Hemtex, H&M, IKEA, KappAhl, Levi Strauss & Co., Lindex, Marks & Spencer, Migros, Nike, Sainsbury's Supermarkets Ltd.

Suppliers and manufacturers: Chenab Ltd., Ecom Agroindustrial Corp, Ltd.

Associate members: All Pakistan Textile Mills Association (APTMA)

Organisations can apply for membership at anytime. For more information on membership of the BCI please consult the BCI website or contact us at membership@bettercotton.org

Development Director joins the BCI



Donna Day Lafferty recently joined the BCI as Development Director with enthusiasm and a wealth of experience. Donna has worked as a professional fundraiser and project manager for over thirteen years. In particular, she worked at the Tropical Forest Trust (TFT) for 5 years where she provided support on business development strategy and 3 year operating plans. TFT was established in 1999 to support commercial forests in gaining FSC certification.

Upcoming events

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| 2 & 3 March 2010 | Leading brands Better Cotton supplier seminar
Colombo, Sri Lanka |
| 17 March 2010 | Workshop for US-based retailers and brands
New York City, USA |
| 22-24 March 2010 | BCI Implementing Partners Workshop
Brussels, Belgium |
| 7 April 2010 | Understanding Better Cotton Workshop for Europe-based
supply chain actors Utrecht, Netherlands |

If you would like more information about these events please email office@bettercotton.org