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Harvested cotton, Mexico
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BCI long term objectives

1. To demonstrate the inherent benefits of Better Cotton production, particularly the financial profitability for farmers
2. To reduce the impact of water and pesticide use on human and environmental health
3. To improve soil health and biodiversity
4. To promote Decent Work for farming communities and cotton farm workers
5. To facilitate global knowledge exchange on more sustainable cotton production
6. To increase the traceability along the cotton supply chain

A fresh new look

As BCI becomes a formal membership organisation, we have taken the opportunity to refresh our logo and design presentation.

These changes are part of an on-going process to bring greater consistency and clarity to how we communicate about Better Cotton.

We hope you like it!

Get involved in 2010, apply for membership now

Application for membership of the BCI is now open. All organisations involved, or with an interest, in the cotton supply chain are invited to become part of the global collective effort towards making Better Cotton a mainstream reality.

The BCI welcomes membership of any legally registered organisation that supports its mission and wishes to participate in the realisation of its long-term objectives. Members benefit from information, tools and resources on farm level support activities and results, the production and procurement of Better Cotton, and communicating about BCI and Better Cotton. As part of a global network of stakeholders committed to more sustainable cotton production members will be able to participate in forums for learning and exchange of best practices, and receive additional services provided by the BCI Secretariat.

Members form the General Assembly and elect the Council of the Association. The membership structure of the BCI provides the platform for continued involvement, partnership building and ownership of the Association by producer organisations, retailers and brands, suppliers and manufacturers (ginners, traders, spinners, mills, cut and sew, financial institutions), civil society and others.

To apply for membership starting on 1 January 2010, please submit the relevant application form for by 30 November 2009. Membership applications are subject to approval by the BCI Council.

More detailed information as well as membership application forms are available to download [here](#).

Members play a key role in enabling the BCI to achieve its long term objectives. To facilitate this, the BCI has developed eleven Principles of Participation to guide activity by its Members.

All members must pay a membership fee, on an annual basis, in accordance with the BCI membership fee structure that is differentiated per membership category.

For the BCI, Better Cotton is cotton that has been grown by farmers who have met the BCI Minimum Production Criteria and / or have progressed beyond them. The first harvest of Better Cotton is expected from the 2010 growing season.



Cotton farmers in Burkina Faso, Nov. 2008
© BCI / Allan Williams

Find out more about promoting better management practices, Decent Work and Access to Finance in smallholder agriculture: [here](#)







Cotton market Rawalpindi, Pakistan
© WWF-Canon / Mauri RAUTKARI




Better Cotton System on-line

The Better Cotton System is made up of inter-dependent components and the relationships between these components are supported and facilitated through the BCI membership association. Each component and relationship is equally important for the system to effectively deliver BCI's long term objectives and 2012 goals.

The following components of the Better Cotton System have now been published on the BCI website:

-  **Production Principles and Criteria** to provide a global definition of Better Cotton.
-  **Minimum Production Criteria**
-  **Farmer Support** to promote enabling mechanisms at a local and global level, working with experienced implementing partners, and stimulating public-private partnership funds to implement these mechanisms.
-  **Supply Chain** connecting supply with demand through an identifiable bale of 100% Better Cotton lint.

The following components of the Better Cotton System will be published by early 2010:

-  **Farm Assessment** to encourage farmers to continuously improve, through measuring results and seasonal learning cycles.
-  **Monitoring, Evaluation and Learning** mechanisms to measure progress and change and to ensure the Better Cotton System has the intended impacts on its direct beneficiaries.
-  **Tools, guidelines** and learning forums to facilitate the exchange of best practices and knowledge to encourage the scaling up of collective action.

Download detailed information on the Better Cotton System [here](#).

Starting in the field

As BCI gears up to start implementation in 2010 and enable farmers to grow Better Cotton, regionally based coordinators have been hired for Africa, Latin America and South Asia. If you're interested in supporting work at field level please [contact us](#).

Who is involved?

The following organisations are involved in the Better Cotton Initiative: ABRAPA (Brazilian Association of Cotton Producers), Adidas, Cotton made in Africa, ECOM Agroindustrial Ltd., Federation of Farmers Associations (India), Gap Inc., H&M, Hemtex, IKEA, Interchurch Organisation for Development Co-operation, International Federation of Agricultural Producers, International Finance Corporation, International Labour Rights Forum, Kappahl, Levi Strauss & Co., Levi Strauss Foundation, Lindex, Marks and Spencer, Migros, Nike, Organic Exchange, Oxfam, Pesticide Action Network UK, Solidaridad, WWF.