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Theatre play to train farmers on Decent Work, Pakistan, December 2010

© WWF Pakistan



Cotton farmers, Brazil, July 2010

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Better Cotton on the market!

Last year's highlight has definitely been the first harvest of Better Cotton in India, Pakistan and Mali. This is the result of hard work from the BCI Secretariat, members, donors and particularly our Implementing Partners.

From the supply side, people have been focusing on engaging with farmers, helping to get the farmers verified, and then get the cotton to the gins. The demand side has been equally busy with retailers getting out there to find and engage their suppliers, mills proactively trying to find Better Cotton and lots of different types of manufacturers joining the BCI to help promote Better Cotton.

Our plans for 2011

While harvest is still going on in some parts of India and Mali, and Better Cotton is expected in Brazil in May 2011, we are already planning for the next season. The first months of the year are focussed on learning from year one of implementation, with our Implementing Partners. We will also be collecting result indicators to measure change happening on the ground in 2010 as a result of growing Better Cotton.

This year we also want to enhance the services provided to our members by offering the support needed to successfully move Better Cotton closer towards becoming a mainstream commodity and setting up the online membership portal.

In 2011-12 season we are expecting to work with around 150,000 farmers in our focus regions (Brazil, India, Pakistan, West and Central Africa) - a significant increase from this year's 68,000. We are also preparing to work with China for the 2012 season and responding to the interest expressed in growing Better Cotton in many other countries.

Brazil on track

Right at the end of 2010, we held the first Implementing Partner training workshop in Brazil – making sure that producers are well informed about how to participate in the Better Cotton System. The five pilot areas are in the north of Minas Gerais and Guanambi, where the projects are with smallholder farmers. The other three regions, western Bahia, south-east of Goias, and south of Mato Grosso, are areas of large farm employers. Harvest is expected from May 2011.



Better Cotton transported to the gin, India, November 2010

© Arvind



Better Cotton bales, Pakistan, November 2010

© BCI / Muhammad Shuaib

Applications for membership can now be made at any time!

For more information, contact membership@bettercotton.org or consult our [website](#)



Stock of Better Cotton, Mali, January 2011

© Tata Coulibaly

Come and join us!

The BCI is growing, and now counts 60 members. **New members** since our last newsletter are:

Suppliers & Manufacturers – others intermediaries

- NSL Textiles (India)
- Patspin India (India)
- Amin Textile Mills (Pakistan)
- Fazal Cloth Mills (Pakistan)
- Nahar Spinning Mills (India)
- Ahmed Fine Textile Mills (Pakistan)
- Abishek Industries (India)
- Kipas Mensucat (Turkey)
- Bimeco Garnhandel (Germany)
- Kasim Textile Mills (India)
- Maral Overseas (India)

Suppliers & Manufacturers – Trader

- Olam International (Singapore)

Civil Society

- Action for Food Production - AFPRO (India)
- Ambuja Cement Foundation (India)
- Action for Social Advancement (India)

Producers

- Kassan-Dost Association (Pakistan)

Retailers and Brands

- MQ (Sweden)
- Stadium (Sweden)

The full list of members is available here:

http://bettercotton.org/index/188/bci_members.html

One of the **key benefits of membership** is to be invited to the annual membership workshop which is a great opportunity to meet other members and BCI staff to share experiences and learn from each other. The 2010 edition was held in December with some 40 participants from all membership categories and locations around the world. *How can the BCI scale up? What about traceability? And what are other members up to?* These were just three of the questions discussed at this inspiring workshop.

Job opportunities with the BCI

We are recruiting for 2 positions based in Geneva, Switzerland:

Monitoring, Evaluation and Learning Coordinator (application deadline 18 February)

Communication Manager (application deadline 7 March)

Refer to the full job descriptions on http://www.bettercotton.org/index/28/jobs_with_bci.html