



BCI's approach to Crop Protection

Damien Sanfilippo, Director, Standards and Assurance
33rd International Cotton Conference Bremen, 18 March 2016



What is Better Cotton?

- » Better Cotton exists to make global cotton production better for **the people** who produce it, for **the environment** it grows in, and for the **sector's future**.

© Orta Anadolu

What is The Better Cotton Initiative

- The Better Cotton Initiative (BCI) is a not-for-profit, membership organisation stewarding the **Better Cotton Standard System** globally
- BCI is **multi-stakeholder** in nature and brings together cotton's complex supply chain, from the farmers to the retailers.



- The **ultimate goal** of BCI is to generate transformative, long-term and mainstream change in the cotton sector from field to store.

The Better Cotton Standard System

Production Principles and Criteria

→ Global definition of Better Cotton - 6 key principles

Capacity Building:

→ supporting and training farmers

Assurance Program

→ Farm assessment - encouraging continuous improvement

Chain of Custody

→ connecting supply and demand

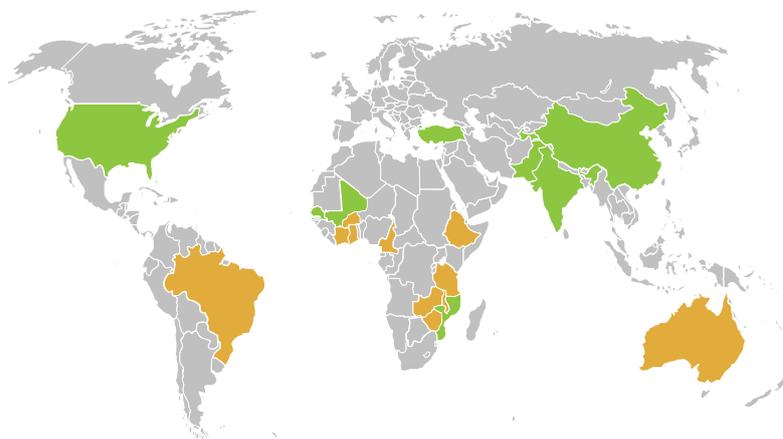
Claims framework

→ spreading the word about Better Cotton

Results and Impact

→ measuring and reporting progress/change.

Better Cotton Countries in 2014



7.6%

In 2014, Better Cotton represented approx. 7.6 % of global production.

12%

In 2015, Better Cotton is estimated to represent 12% of global production.

We are growing



1.3 million farmers reached

1.2 million farmers licensed

Grown on 2.5 million hectares

2 million MT of Better Cotton lint

7.6% of global cotton production

**20 countries
5 continents**

Legend: 2010 (Red), 2011 (Blue), 2012 (Green), 2013 (Light Blue), 2014 (Orange), 2013 Benchmark Partners (Light Blue), 2014 Benchmark Partners (Light Orange)

BCI's *Theory of Change* and Crop protection

- » Major sustainability issue that BCI seeks to address
- » Strong focus on IPM
 - 5 components of an IPM plan, in line with FAO definition
 - Focus on:
 - Planning,
 - Continuous improvement,
 - Low level of prescription about specific “good” practices, tools, or technologies.
- » Key objective – minimize chemical pesticide use as a result of IPM plan.
 - Minimises negative impact on environment
 - Minimises negative impact on health of farmers and communities
 - A key factor driving costs down → increased profitability of cotton farming.

Crop protection: BCI's mission and challenge.

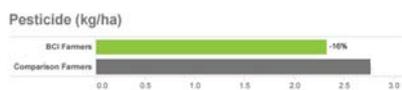
- Setting standards is “easy”
- All of the following exist:
 - Good practices / strategies in pest management,
 - Alternatives (chemical or non-chemical) with better environmental or human health safety profiles,
 - New technology can play a role,
 - State-of-the-art PPE as a last resort.
- The main challenge is **farmer adoption**
 - Over-dependency on chemical pest management is the norm
 - Identifying good practices and tools that are locally relevant
 - Capacity building – training and supporting millions of cotton smallholders.
 - Knowledge level as a baseline is very low
 - Changing mind-sets takes time
 - From calendar to threshold sprays → requires a *leap-of-faith*.

Pesticide Use Result Indicators:

- Better Cotton farmers systematically record their input use.
- Farmers record name, concentration, and volume used of each active ingredient
- BCI also collected results from *comparison farmers*
- BCI does not compare results....
 - from one season to the next
 - from one country to another

2014 Pesticide Use Result Indicators: BCI Farmers vs. Comparison Farmers

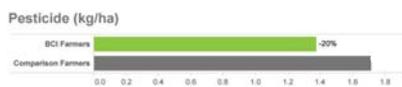
China



Turkey



India



Mali



Pakistan



Mozambique



Tajikistan



BCI Farmers vs. Comparison Farmers (2014)

	China	India	Pakistan	Tajikistan	Turkey	Mali	Mozambique
Yield	11% ↑	11% ↑	9% ↑	53% ↑	3% ↑	15% ↑	57% ↑
Pesticide	16% ↓	20% ↓	15% ↓	73% ↓	8% ↓	51% ↓	12% ↑
Synthetic Fertiliser	10% ↓	33% ↓	19% ↓	28% ↑	9% ↓	8% ↓	----
Organic Fertiliser	276% ↑	68% ↑	87% ↑	230% ↑	789% ↑	12% ↑	----
Water	16% ↓	4% ↓	18% ↓	11% ↑	9% ↓	----	----
Profit	30% ↑	32% ↑	46% ↑	----	28% ↑	14% ↑	65% ↑

Next Steps

- Move towards a Toxic Load Indicator
 - Measures overall “toxicity”
 - Help farmers make informed decision

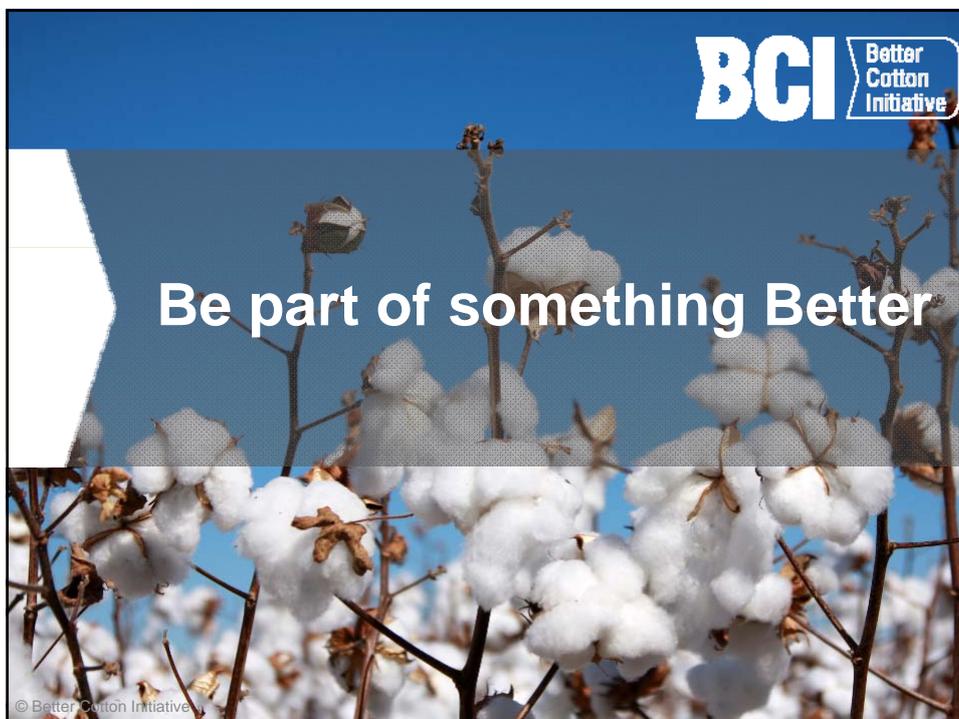
- BCI Standards Revision
 - Second round of public consultation in April
 - Pesticide restriction rules
 - Definition of “basic” or “minimum” PPE as a minimum requirement
 - Level or prescription or improved guidance appropriate IPM plan
 - How to address the benefits and risks on non-registered, natural crop protection substances.



**Our aim is that by 2020
Better Cotton is:**

- 5 million farmers
- 30% of global production

© Better Cotton Initiative



BCI Better Cotton Initiative

Be part of something Better

© Better Cotton Initiative