

ICAC – A Force for Good for Cotton?

Kai Hughes

Executive Director

International Cotton Advisory Committee



International Cotton
Advisory Committee



- **An Inter-Governmental Body**
- **One of only 7 International Commodity Bodies recognised by the UN**
- **Speaks on behalf of the Cotton and Textile Industry**



www.icac.org

Key Objectives

1. Serve as a **forum** for the development of policies and solutions to strengthen the global cotton and textile sector
2. Encourage the **development and dissemination of knowledge**
3. Enhance **transparency** by promoting an **objective debate** on cotton based on facts
4. Promote the **harmonisation** of cotton practices
5. Promote the **sustainability** of the world cotton sector
6. **Represent** the cotton and textile sectors in UN forums



Key Working Groups

- SEEP – Social, Environmental & Economic Performance
- PSAP – Private Sector Advisory Panel
- CSITC – Commercial Standardisation of Instrument Testing of Cotton
- IFCP – International Forum for Cotton Promotion



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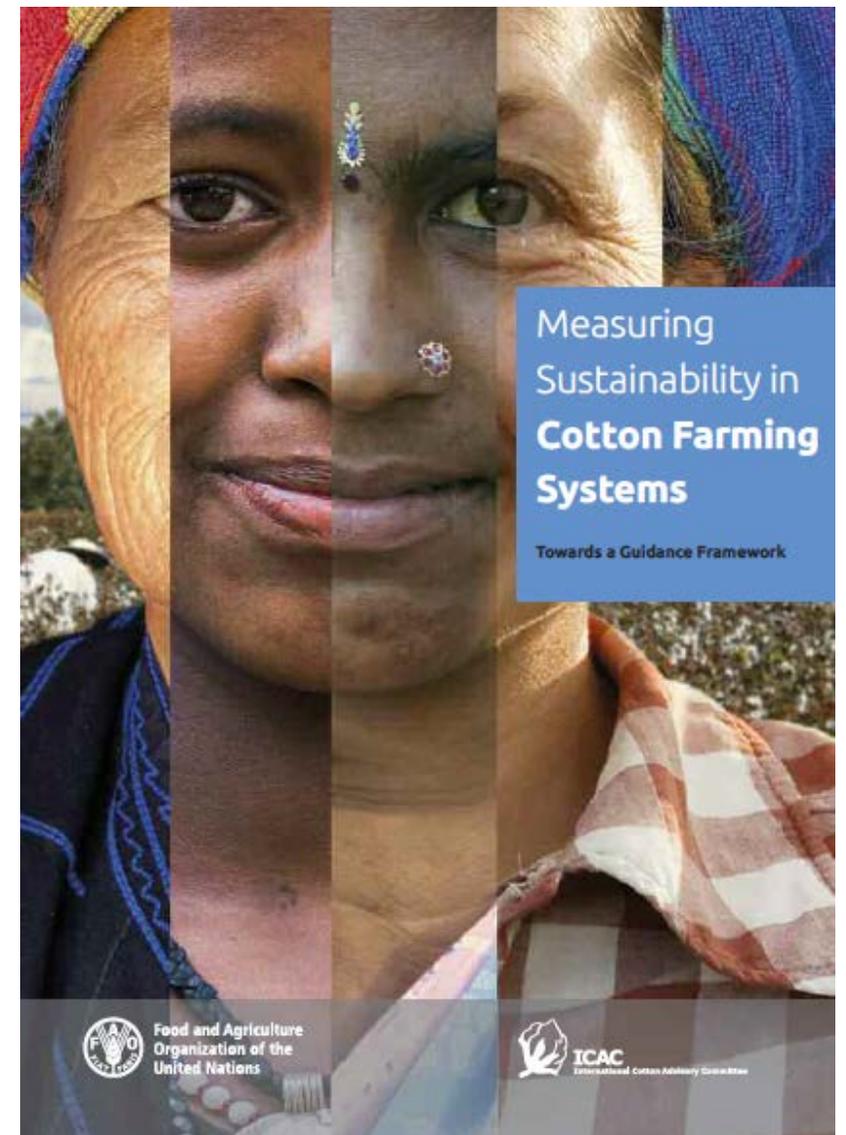


SUSTAINABILITY IN COTTON

- SEEP = Expert Panel on the **S**ocial, **E**nvironmental and **E**conomic **P**erformance of Cotton
- Advisory body of ICAC
- First meeting in September 2007
- Collaboration with FAO
- A guidance framework was published in 2015
- 14 countries conducted pilot tests of the indicator framework: Argentina, Australia, Benin, Bolivia, Cameroon, Colombia, China, Ecuador, Paraguay, Peru, Togo, Senegal, US and Zambia



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The Cotton Portal

“The Cotton Portal will enable cotton producers and traders to harvest greater benefits from increased participation in global trade, particularly for least developed countries. By making the sector more transparent, businesses will have easier access to trade and market intelligence, allowing them to add additional value to their exports.”

ITC Executive Director, Arancha González



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**“There are three types of lies;
lies, damned lies and Statistics”**

Benjamin Disraeli/Mark Twain

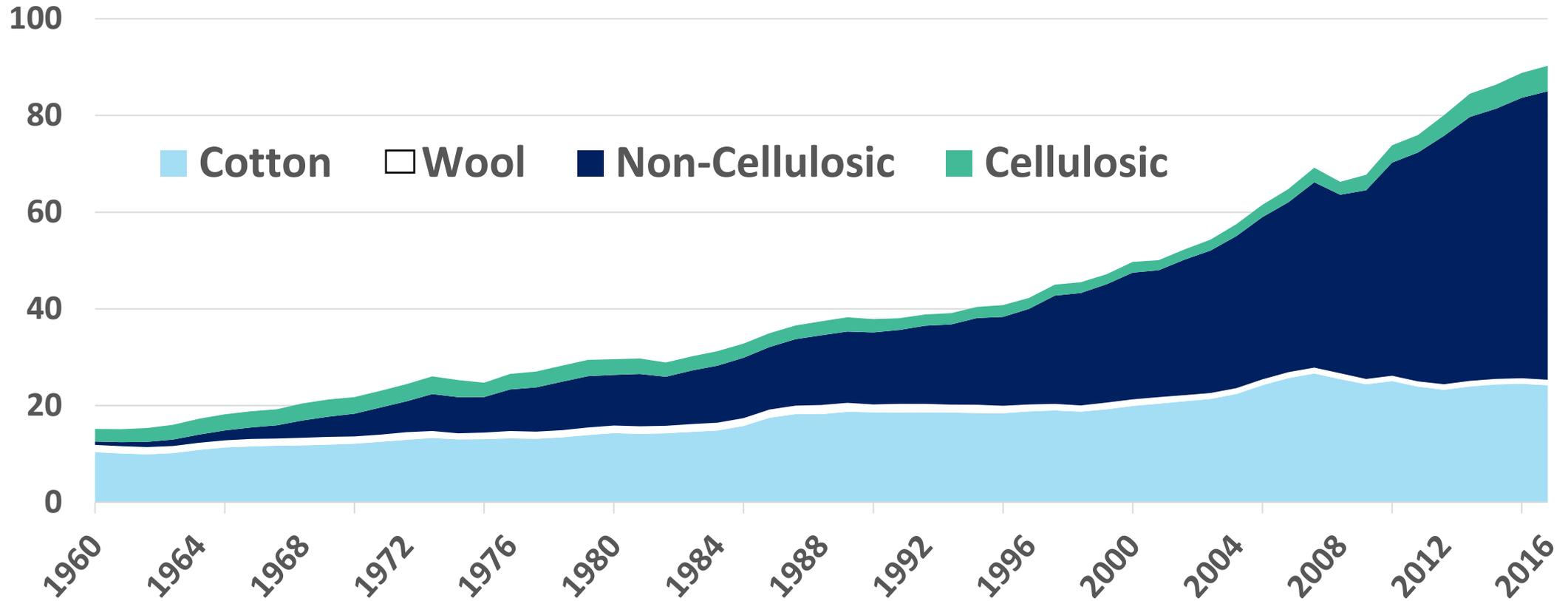


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WORLD CONSUMPTION OF MAJOR TEXTILE FIBRES

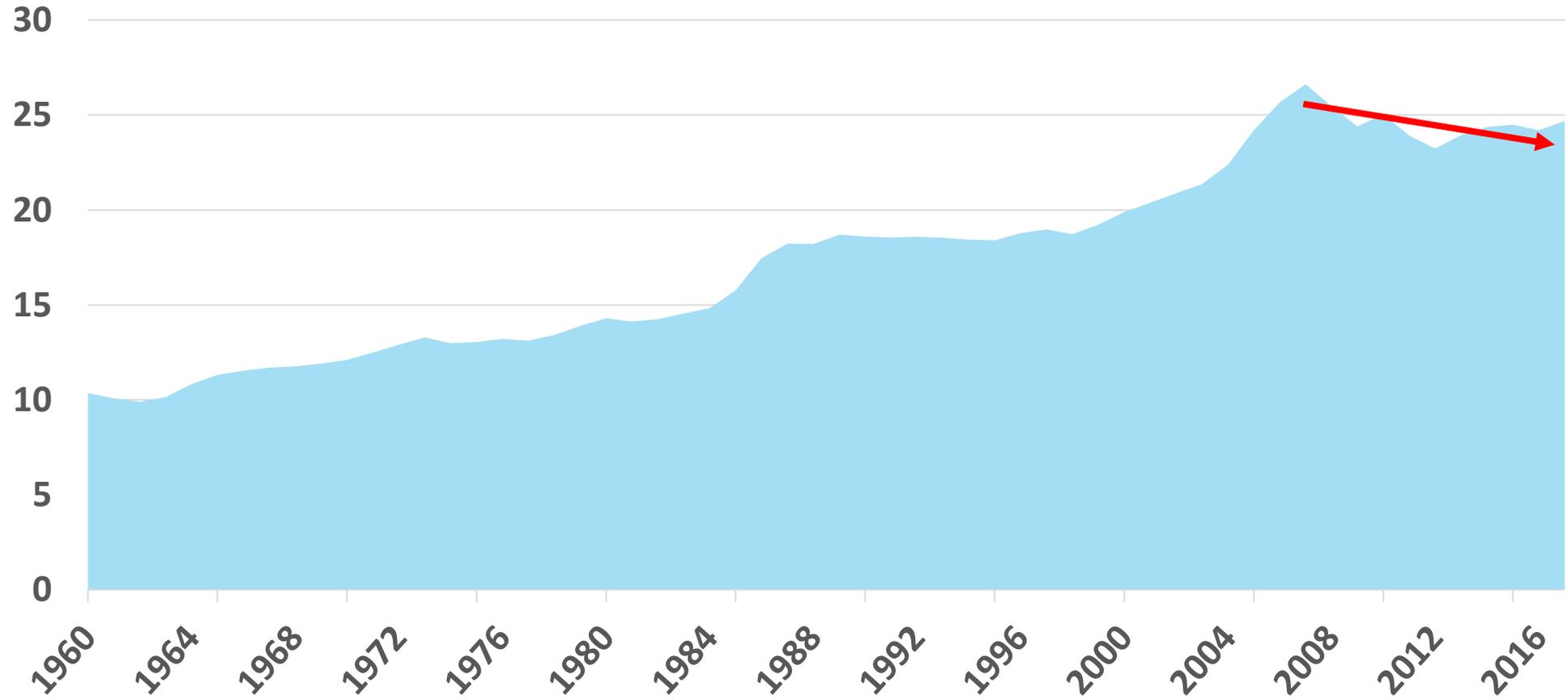
Million tons



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WORLD COTTON CONSUMPTION REMAINS BELOW PEAK

Million tons



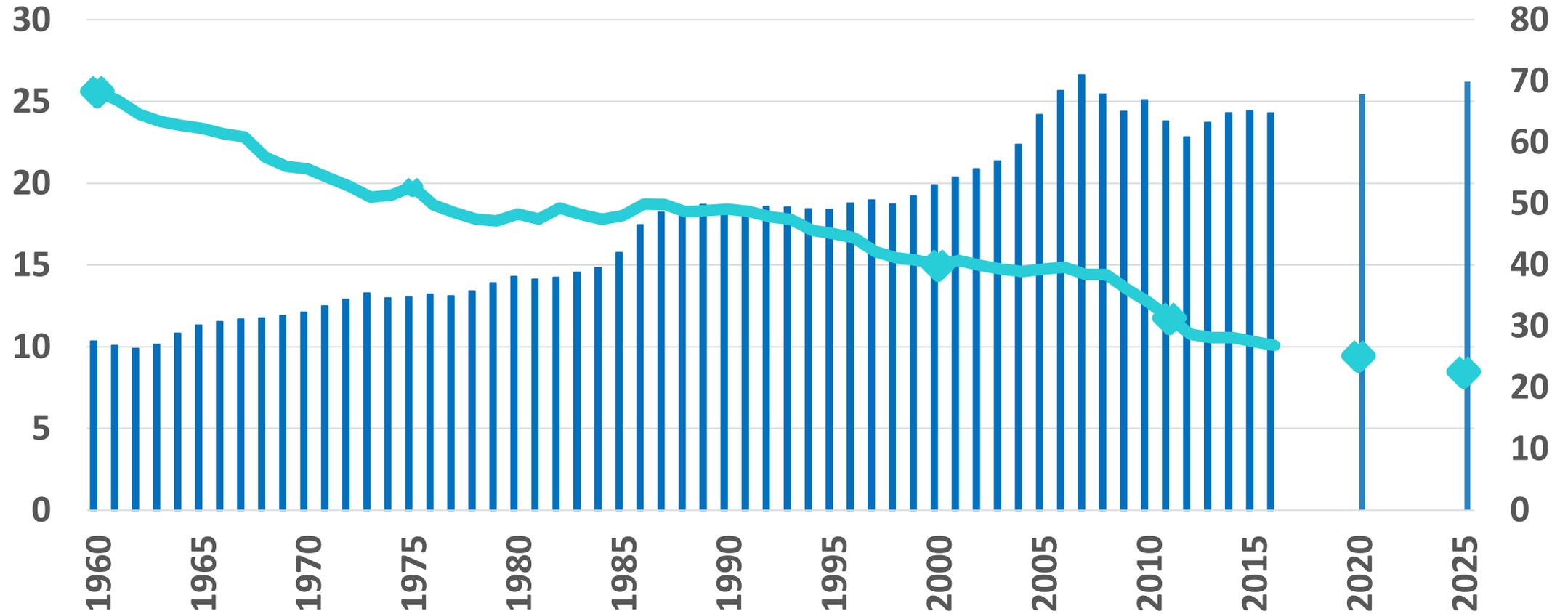
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COTTON'S MARKET SHARE

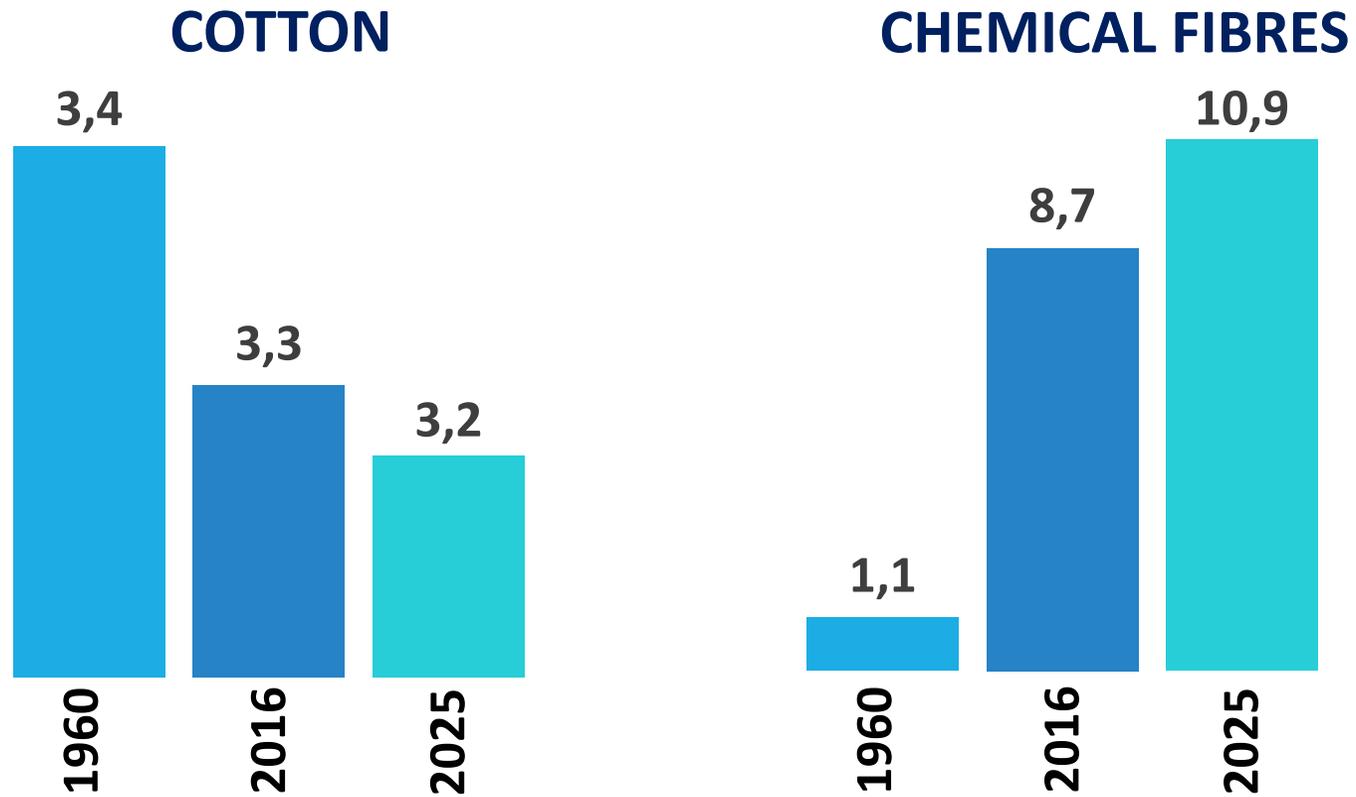
Million tons

Market Share (%)



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WORLD CONSUMPTION PER CAPITA Kilograms



2015

U.S. SHOPPERS TRUST COTTON, DOUBT MANMADE FIBERS

WHICH TYPE OF CLOTHING IS...

	COTTON	POLYESTER	RAYON	COTTON/ POLY BLEND
Most comfortable	69%	5%	8%	18%
Most breathable	68%	7%	10%	14%
Lasts the longest	51%	13%	11%	25%
Most versatile	46%	8%	13%	34%
Hardest to iron	24%	28%	40%	8%
Hardest to wash	19%	21%	50%	10%
Falls apart the most	19%	26%	44%	11%
Biggest odor issue	20%	34%	34%	11%

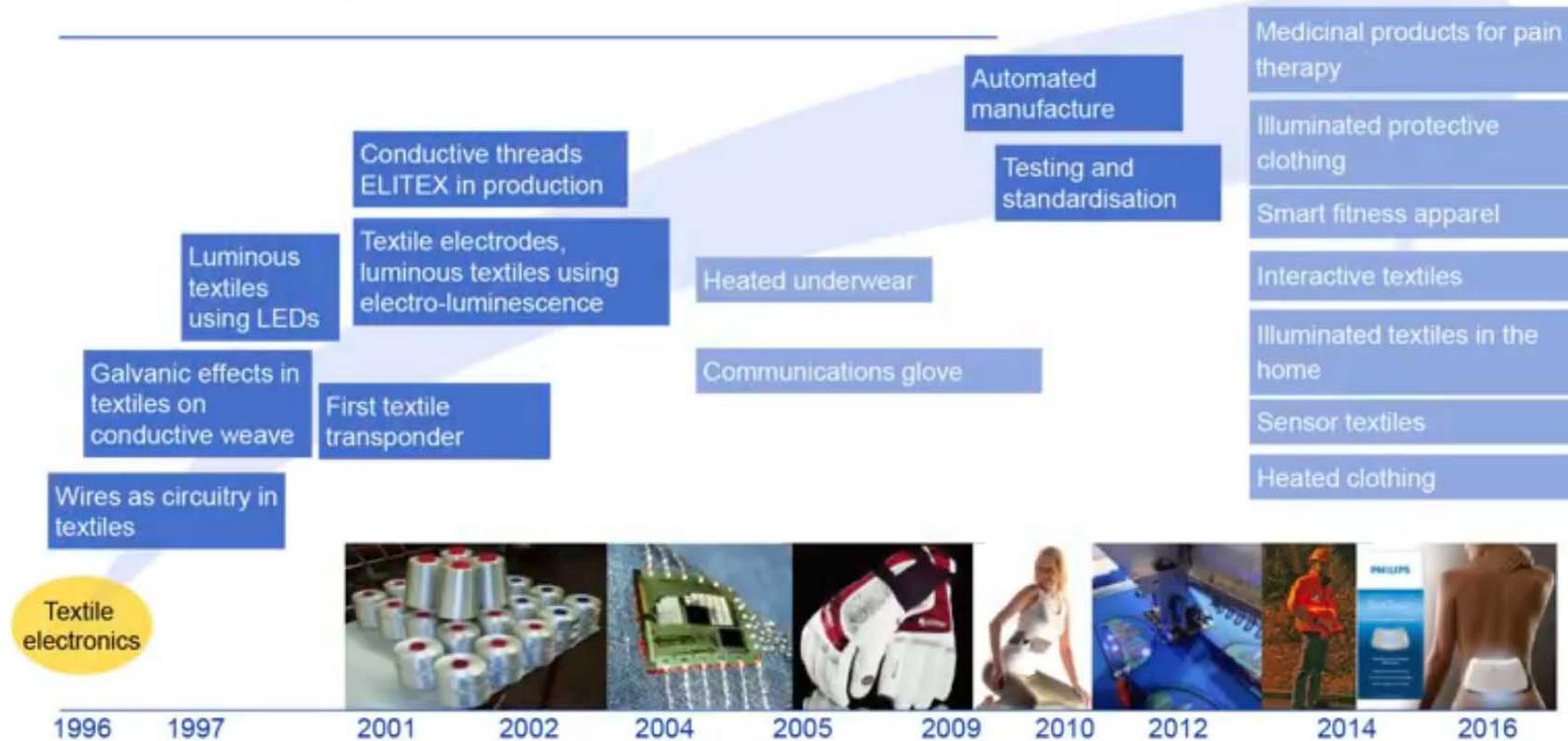


Cotton Incorporated's Lifestyle Monitor™ Survey

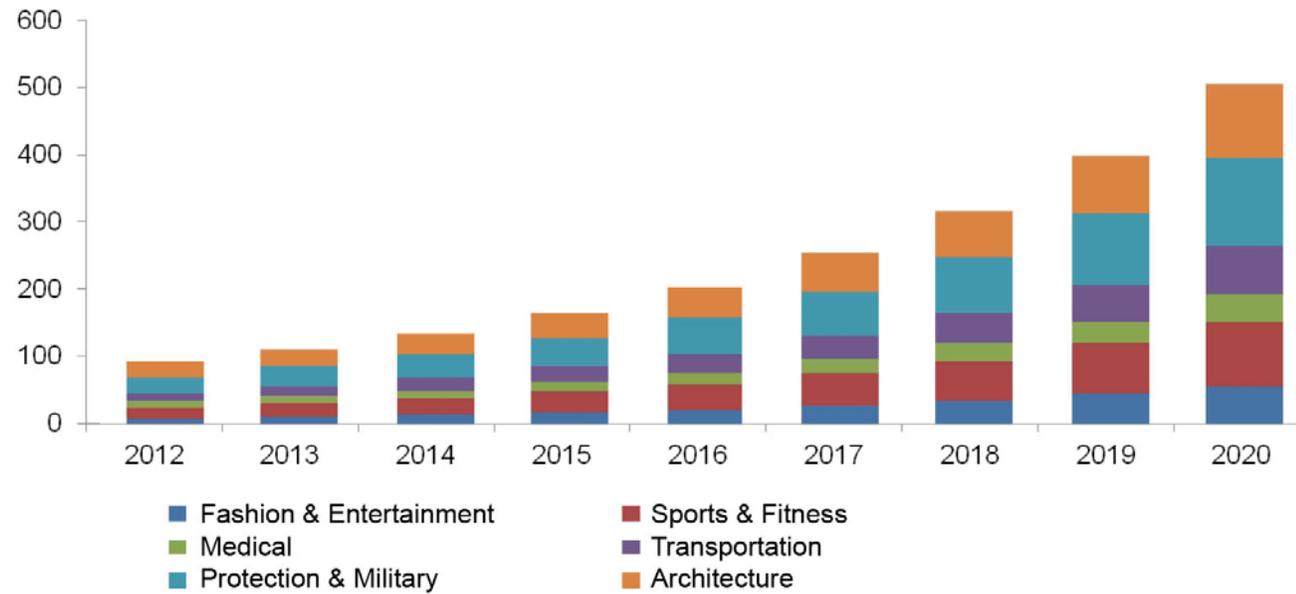


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History of Smart Textiles



Smart Textiles will reach \$1.8 billion by 2021



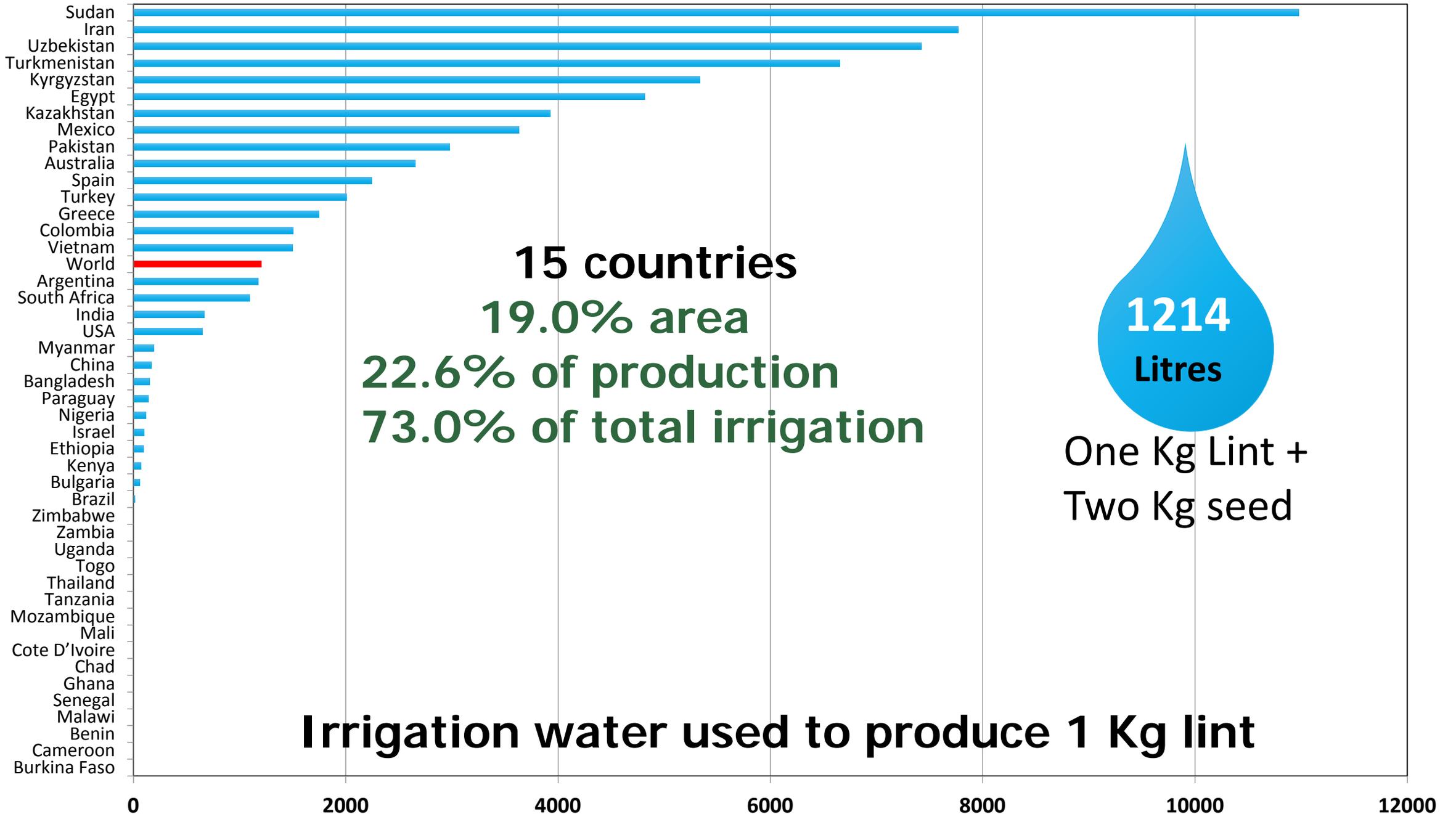
Source: http://ntechresearch.com/market_reports/smart-textiles-markets-2016-2023

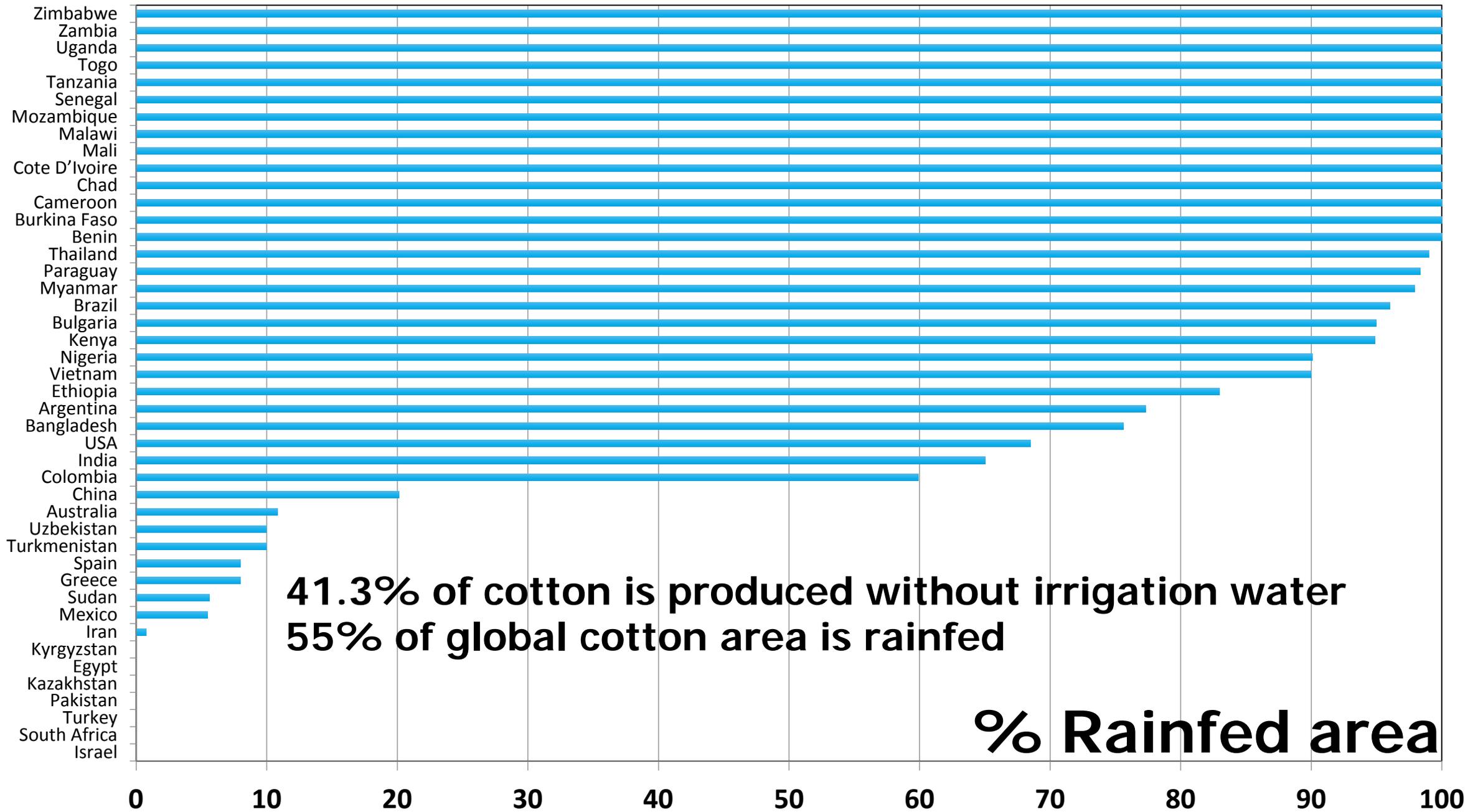
The Cotton-Water Footprint Debate



20,000 Litres/kg
Myth or Fact?







73 percent of global cotton harvest comes from irrigated land

Cotton Facts: World Wildlife Fund

Actual fact from data

Only 58.7 percent of global cotton harvest comes from irrigated land (45%).



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Globally Cotton is produced by using 1214 litres irrigation water /Kg lint

87% of cotton is produced by using 644 litres irrigation water / Kg lint

73% of cotton is produced by using 288 litres irrigation water / Kg lint

55% of cotton is produced by using 0 irrigation water /Kg lint



Table A. Water-intensive crops.

Crop	Typical water requirement (in litres) per kilogram of crop
Cotton	7,000 - 29,000
Rice	3,000 - 5,000
Sugar Cane	1,500 - 3,000
Soya	2,000
Wheat	900
Potatoes	500

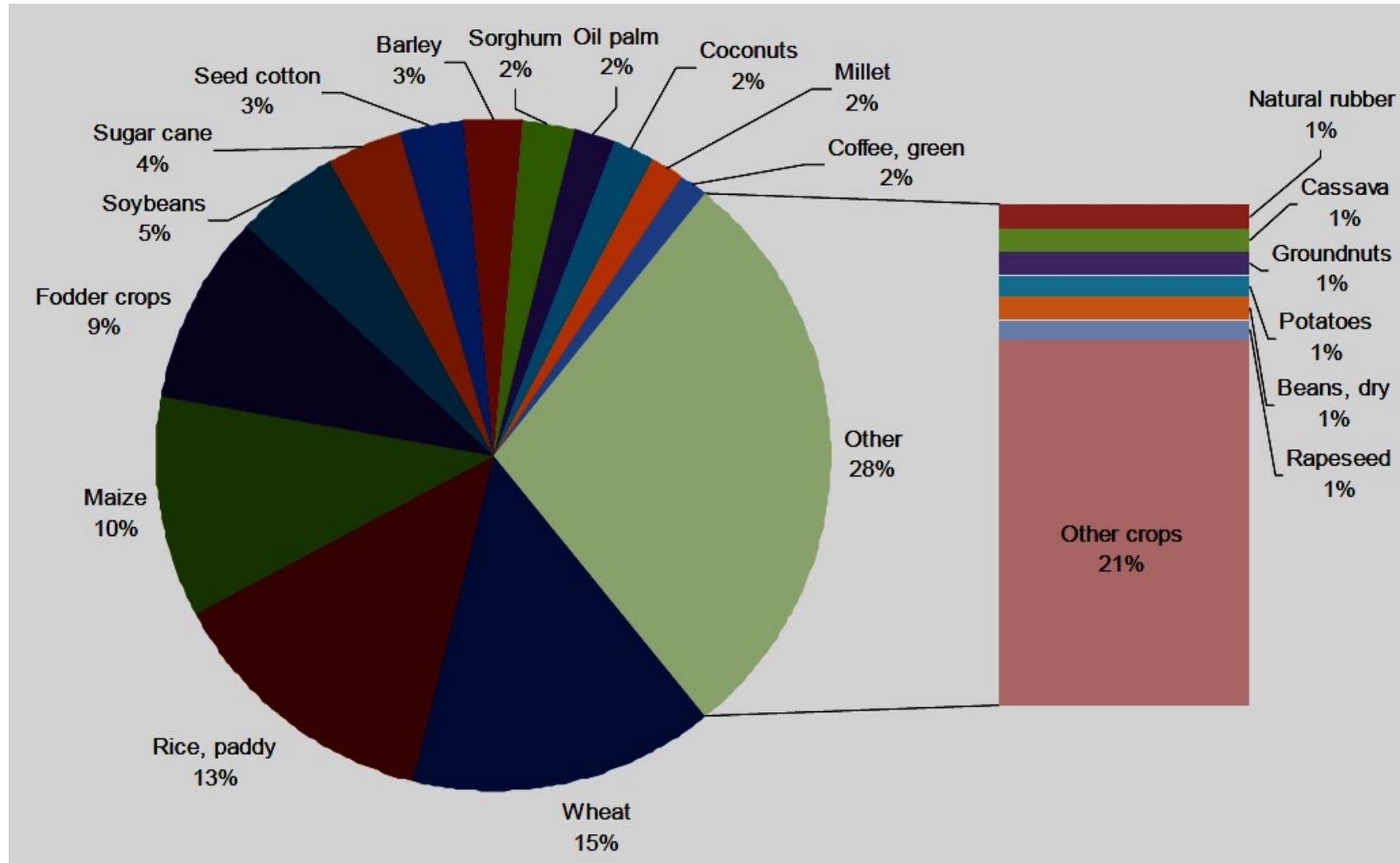
- http://wwf.panda.org/about_our_earth/about_freshwater/freshwater_news/?uNewsID=9208



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Cotton consumes only 3% irrigation water



Hoekstra et al., 2011



“the main causes of water shortages are inappropriate irrigation systems and growing crops unsuited to the environment.”

“cotton, rice, sugar cane, and wheat as the “thirstiest” crops in nine large river basins rich in biodiversity. WWF believes that growing crops more suited to the location and season would give more ‘crop per drop’.”

World Wildlife Fund



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Cotton & Water Facts

- Cotton consumes only 3% of Global irrigation water
- 1214 L of irrigation water is used to produce 1 Kg lint
- Many food crops need more water than cotton
- Only 45% (not 73%) of global cotton area is under irrigation
- Water productivity and use efficiency are constantly increasing



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Research Networks

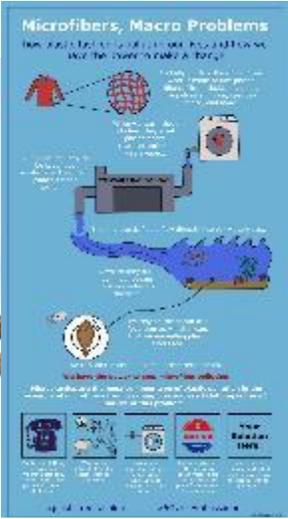
- Asia
- Latin America
- Africa
- Mediterranean and the Middle East
- World Cotton Research Conference – Turkey 2020



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The interest of microplastics and microplastic fibres pollution has increased over the past decade



Opening my washing machine at the end of a cycle is not something that generally fills me with excitement. But today it did, because doing so - I thought - would finally allow me to see and touch something I've been reporting on for years: synthetic microfiber pollution from apparel.



Microfibers emerging as new environmental threat as Canada moves toward banning microbeads

These tiny pieces of synthetic textiles are thought to be released every time we do a load of laundry and contributing to the threat of 'microplastic' pollution



Global Challenges

- climate change
- sustainability
- traceability
- sustainable inputs
- yields
- land-use
- water use
- quality
- use of data – big data, Internet 4.0, Internet of things etc



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Strategic Review



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ICAC – A Force for Change for Cotton

Thank You



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