

35th INTERNATIONAL COTTON CONFERENCE BREMEN 2021



Presentation

Session: **Passion for Sustainability (C6)**

Title: **Passion for Sustainability**

Speaker: **Suzanne Barratt**, BASF, Ecully, France

Presentations are available on the conference archive: <https://baumwollboerse.de/en/cotton-conference/lectures/>

Conference Organization

Faserinstitut Bremen e.V., Bremen, Germany. E-Mail: conference@faserinstitut.de

Bremer Baumwollbörse, Bremen, Germany. E-Mail: info@baumwollboerse.de

A Passion for Sustainability!

 **BASF**
We create chemistry

FiberMax[®]
cotton

**Certified Sustainable FiberMax[®]
Cotton Program**
Suzanne Barratt, Communication Manager
Seeds EMEA

Agenda:

- . **Why?**
- . **What?**
- . **How?**
- . **What next?**



Why is BASF passionate about sustainability?

The “Verbund” concept since 1865!



Certified Sustainable FiberMax®

Why is the cotton industry passionate about Sustainability? ... because change is feasible ...

2025

Sustainable Cotton Challenge

“Pledge to source 100% more sustainable cotton”

Textile.exchange.org

2030

United Nations Sustainable Development Goals

2040

Sustainably produced cotton is the norm

<https://www.forumforthefuture.org/cotton-2040>

Inputs



Outcomes

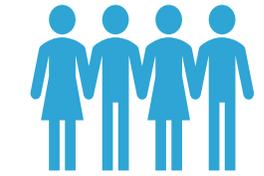


Impacts



What are the challenges of modern agriculture

(EU framework – Green deal / Farm to Fork strategy for 2030)



Global population increase



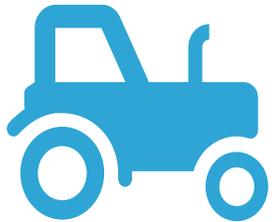
We need to produce 50% more food, feed, fiber & biofuel by 2050*



Increased needs for food & fiber



Climate change



Limited arable land



Ensure energy resources

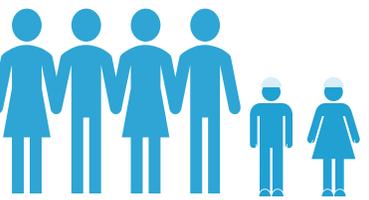


Sustainable Agricultural Practices



“Do more with Less”

What are the challenges of unsustainable cotton growing systems



Forced labour & child labour



Water quantity and quality issues



Price volatility and an uncertain market



Ensure energy resources



Low incomes of smallholder farmers



Climate change



Soil depletion



Less farmland available



“Do more with Less = Better Cotton”

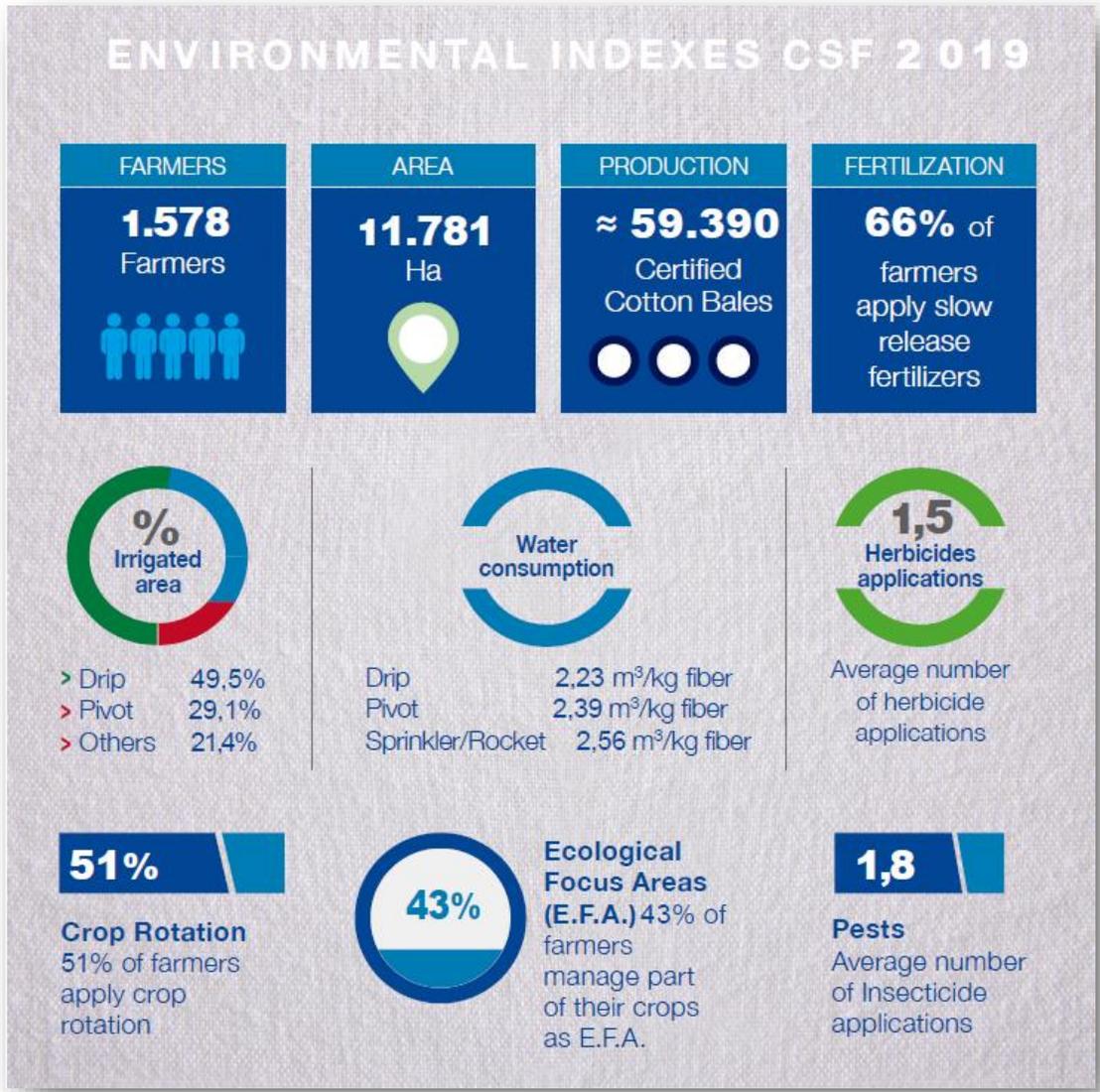
How are we going to answer these challenges?

Certified Sustainable FiberMax® program in Greece



How are we going to answer these challenges?

Certified Sustainable FiberMax® program in Greece



Gin Turn Out / Fiber Quality

- FiberMax: max GTO
- Length - Strength – Micronaire / Nodes/short fibers



Sustainable Farming Practices

- 2 Implementation companies
- Inspection company



How are we going to answer these challenges?

Certified Sustainable FiberMax® program in Greece



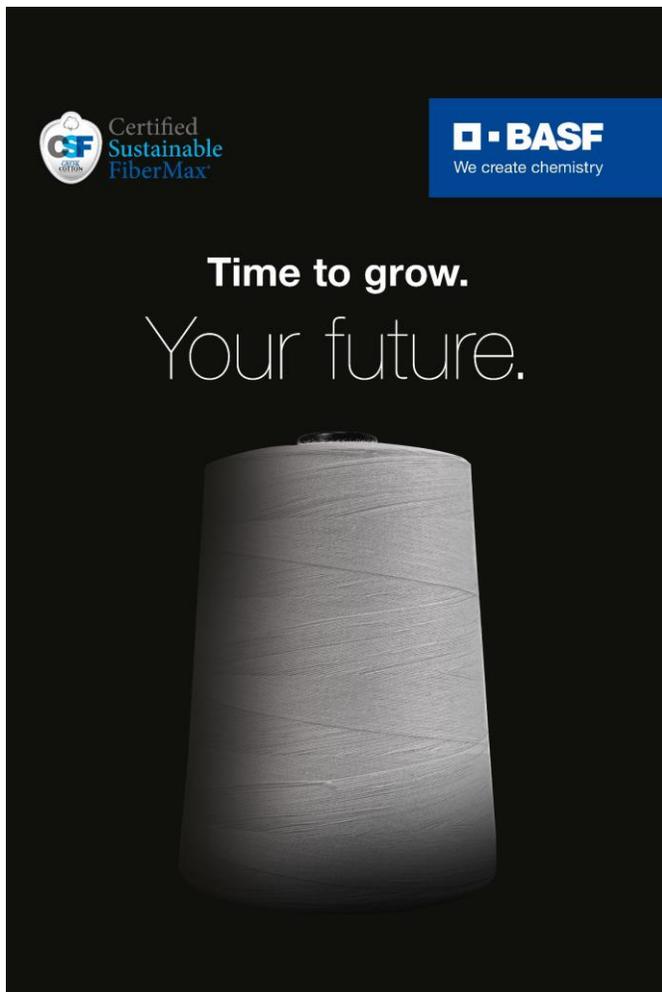
Give Back to the Grower
(+5% of the commercial cotton price)

CSF Farmers' community group:

- . Obtained maximum price for their cotton
- . Entrepreneurship is a core value for BASF

How are we going to answer these challenges?

Certified Sustainable FiberMax® program in Greece



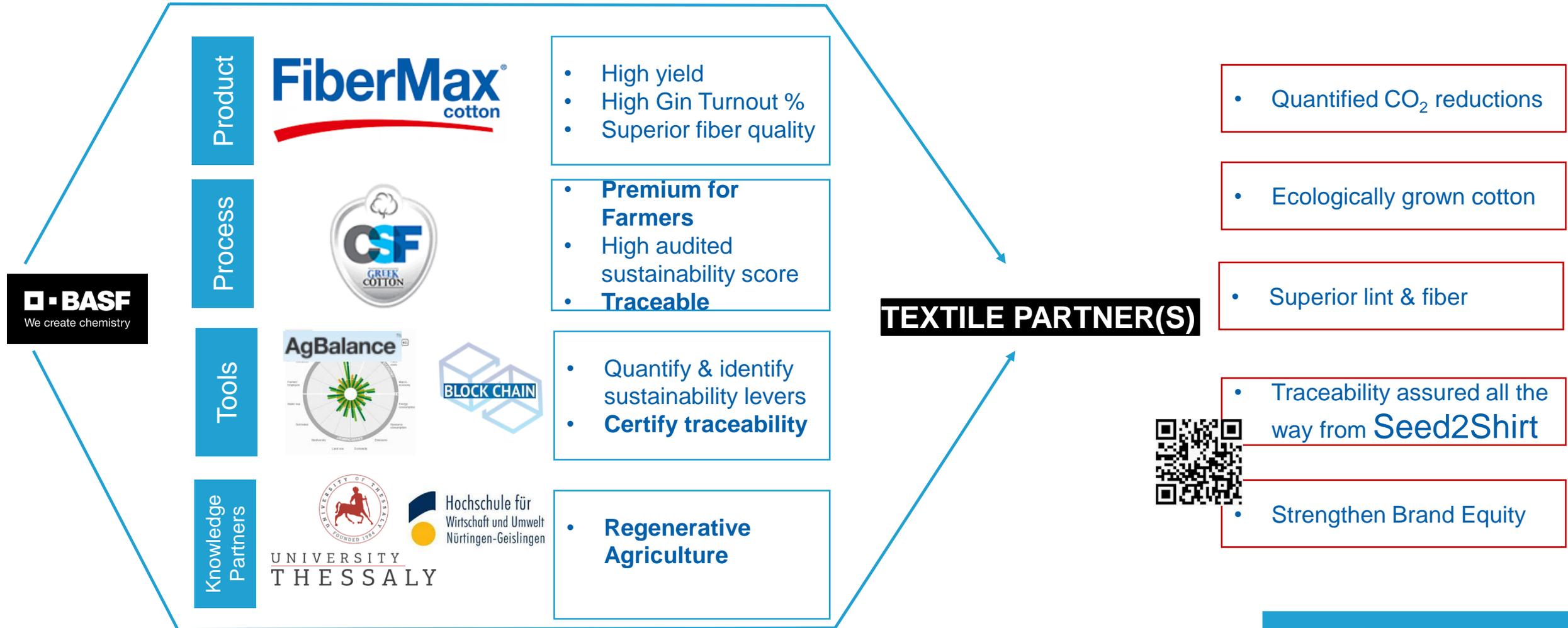
CSF external events with retail partners:
Agrotica International exhibition, Greece January 2020

Internal



What is next? Seed2Shirt

Support as an important partner in the Sustainability journey



Sustainability does not end with a certification but is a continuous journey of improvements

Let's visit Greece and see the program for ourselves –

>> Click on image to link to Youtube

https://youtu.be/onL8NAW99_E





We create chemistry

Suzanne BARRATT

Communication Manager,
Field Crops, Seeds & Traits EMEA

Mobile: +33 6 80 67 32 92

Email: suzanne.barratt@basf.com,