

# Better Farm Management



Ahmad Din Khan is a farmer in Kikri, Pakistan, who has grown Better Cotton on his farm for the past four years. He used to visit his fields irregularly and without studying them closely. He suffered from common difficulties like expensive pesticides and a lack of available water. He spent a lot of time worrying about low yields, and high costs of production, and his profits were suffering too.

It was through a field facilitator with BCI's Implementing Partner (IP) WWF, who was in Ahmad's area completing a baseline survey, that Ahmad first learned about the Better Cotton System. He was immediately curious to learn more about how he could improve his technical knowledge to create better yields and better profitability for his farm.

Cautious at first, Ahmad applied the technical advice he received from WWF on a small scale. By the second year, Ahmad was satisfied enough to implement better farming practices across his whole farm. Ahmad now enjoys advisory services on a weekly basis and training on special topics once a month. He has been especially interested in identifying beneficial insects to reduce the need for pesticides, and technological advances such as laser levelling of soil to improve soil texture and allow better distribution of water.

Ahmad is just one progressive farmer who is working towards better farming practices: "This is a turning point in my farming life. I have made up my mind to adopt better management practices which are cost efficient and result orientated. People have been surprised by the effort I have put into my fields, and now they come to me for advice. Now I want to learn more about how we can make this project and the rest of the cotton supply chain more sustainable for the future."

