

Last year in Australia, 22 farmers grew 60,000 metric tonnes of Better Cotton in partnership with myBMP - the Australian standard for more sustainable cotton. Barb Grey is one of them:

“ Australian cotton producers can be remote from the end user and vice-versa. BCI bridges the gap, bringing both ends of the supply chain closer together. ”

In 25 years of working with myBMP, continuous improvements have led to a reduction in chemical sprays for Barb: from 11 to just one or two sprays per season. She has also **increased water use efficiency by 300%** on her farm. BCI are now working in partnership with myBMP to ensure these best practices are shared globally. That's Better for the environment in which cotton is grown and Better for the farmers who grow it.

BCI Better Cotton Initiative
www.bettercotton.org



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