

The Better Cotton Initiative (BCI) teaches farmers in India practices that reduce pesticide use and increase cotton yields. Farmers are seeing real results. Last year, pesticide use was down 20% and profits were up 32%.

“Before it took four to five pesticide sprays to control pests, but with the inclusion of sacrificial crops, my overall expenditure has reduced substantially. By adopting best practices shared by the BCI team, my net profit has greatly increased.”
- Muralidhar, BCI Farmer, India

**Better for farmers.
Better for the environment.**

BCI Better Cotton Initiative™
www.bettercotton.org

ARVIND

BCI Farmer and his wife, Maharashtra State, India
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