1. Better Cotton farmers minimise the harmful impact of crop protection practices
   BCI supports farmers in developing a better knowledge and understanding of practices that minimise the potential harmful effects of pesticides and in adopting Integrated Pest Management technologies with an emphasis on the use of pest control techniques other than pesticides.

2. Better Cotton farmers promote water stewardship
   BCI supports farmers in using water efficiently to consume and pollute less water; thus achieving greater yields and building their resilience to climate change while promoting fair use and allocation of water resources amongst users beyond the farm, and up to the watershed level.

3. Better Cotton farmers care for the health of the soil
   BCI supports farmers in a better understanding and use of the soil. A healthy soil leads to significant increases in the quality and quantity of yields; to large cost reductions in fertilisers, pesticides and labour; and is a main asset for climate resilience.

4. Better Cotton farmers enhance biodiversity and use land responsibly
   BCI supports farmers in conserving and enhancing biodiversity on their land; and in adopting practices which minimise the negative impact on habitats in and around their farm.

5. Better Cotton farmers care for and preserve fibre quality
   BCI supports farmers in managing inherent fibre characteristics, man-made contamination and waste content; to enhance their cotton quality, thus enhancing its value, and leading to a better price for farmers.

6. Better Cotton farmers promote decent work
   BCI supports farmers in promoting fundamental principles and rights at work on employment and income opportunities, social protection and social security, and social dialogue; based on international labour standards.

7. Better Cotton farmers operate an effective management system
   BCI supports farmers in operating a management system that includes the framework of policies, processes and procedures ensuring they can fulfil all the tasks required to meet the BCI Principles & Criteria; and to enable continuous improvement in farming practices.