



Better Cotton

The reasons why.

Cotton is a natural fibre, grown all around the world by millions of people.

Why care?

Addressing sustainability issues related to cotton agriculture is important for the people growing it, important for the environment it's grown in, and important for the multiple industries relying on the fibre for day-to-day business.



About Better Cotton

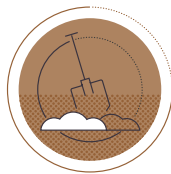
Farmers who grow Better Cotton commit to using the Better Cotton Principles.



1.
Crop
Protection



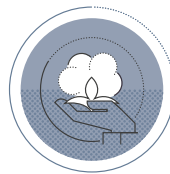
2.
Water
Stewardship



3.
Soil
Health



4.
Biodiversity



5.
Fibre
Quality



6.
Decent
Work



7.
Management
System

About BCI

The Better Cotton Initiative is truly a joint effort, encompassing organizations all the way from farms to fashion, to textile companies and civil society organisations, driving the cotton sector toward sustainability.



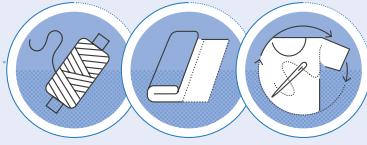
The Reasons Why

The business case for anyone working with cotton to engage with BCI.



Farmers/ Producers

Better farm practices,
lower farming costs,
increased productivity,
better profitability



Supply Chain

Securing future business,
managing risk, stronger
business relationships



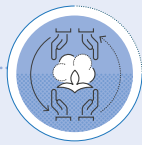
Retailers & Brands

Access to scale
more sustainable
cotton sourcing,
managing risk, ability
to communicate credibly



Consumers

Supporting
trusted businesses
with long-term
sustainability goals



Civil Society

Protecting the environment,
improving livelihoods of
cotton growers and workers
worldwide



Government

Globally recognised, verified
standard for national
production that meets
current growing demand

BCI Global Reach

2017-2018 season projections



Note: The 2017-18 figures are estimates, BCI and ICAC world production figures are subject to change.

BCI Membership enables your organisation to tap into the largest cotton sustainability program in the world, with tools that fit into your existing business model.

Membership benefits at www.bettercotton.org/get-involved

Working with BCI means building relationships across the cotton sector, to rapidly increase the supply and availability of more sustainable fibre for all.

Good for farmers, good for business, good for you.

Get involved:

membership@bettercotton.org or visit www.bettercotton.org

@BCICotton

Be part of something better.

