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

1.7 MILLION LICENSED FARMERS
IN 23 COUNTRIES PRODUCED
19% OF GLOBAL COTTON AS BETTER COTTON

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

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.