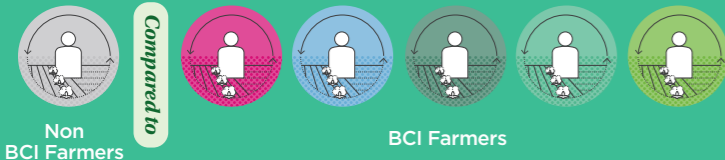


Farmer Results 2017-18 Season

The 2017-18 farmer results provide an overview of the outcomes BCI Farmers are experiencing at field-level by participating in the BCI programme and adhering to the Better Cotton Principles and Criteria (P&C). The Better Cotton P&C provide a global definition of Better Cotton through seven key principles. Adhering to the Better Cotton P&C enables BCI Farmers to produce cotton in a way that is measurably better for people, the environment and farming communities.

BCI Farmers vs. Comparison Farmers

The farmer results presented here compare the country averages of key social, environmental and economic indicators achieved by licensed BCI Farmers to non-BCI Farmers in the same geographic area who are not participating in the BCI Programme. We refer to the latter farmers as Comparison Farmers.



Environmental indicators

- Pesticide Use**
The indicator measures the volume of active pesticide ingredient applied, per hectare of cotton cultivated.
- Synthetic Fertiliser Use**
The indicator measures the volume of synthetic fertiliser applied, per hectare of cotton cultivated.
- Organic Fertiliser Use**
The indicator measures the frequency of organic fertiliser use.
- Water Use for Irrigation**
The indicator measures the volume of water used for irrigation, per hectare of cotton cultivated. Water use is not recorded for rain-fed cotton cultivation.

Economic indicators

- Yield**
The indicator measures the amount of harvested cotton, per hectare.
- Profitability**
The indicator measures profitability, defined as the net income earned from producing the cotton crop.

In the 2017-18 season, the Better Cotton Standard System was directly implemented in 12 countries. This overview shares results from five of those countries and not the others for the following reasons.

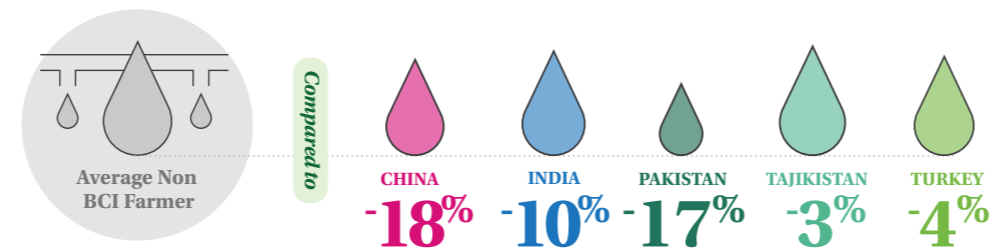
In Israel, Mozambique and South Africa, Comparison Farmer data was not available because most of the cotton farmers in these countries were already participating in the BCI Programme.

In Kazakhstan, Madagascar and Mali, there was only one licensed Producer Unit (a grouping of BCI Farmers) and BCI's data confidentiality agreements prevent public reporting of a single Producer Unit's results.

In the US, BCI only works with large farms, and Comparison Farmer data is not available because it is considered commercially confidential information.

Water ^{m³/ha}

BCI Farmers in all five countries used **LESS** water for irrigation than Comparison Farmers.

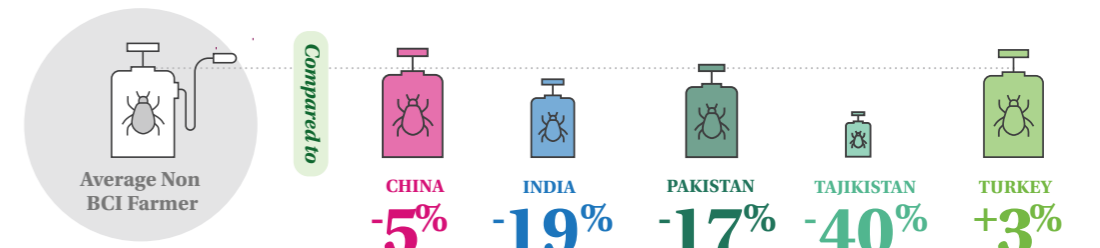


"Tip" How to talk about the results:

BCI Farmers in China used 18% less water than Comparison Farmers.

Pesticide ^{kg/ha}

BCI Farmers used **LESS** pesticide than Comparison Farmers in 4 of the 5 countries.

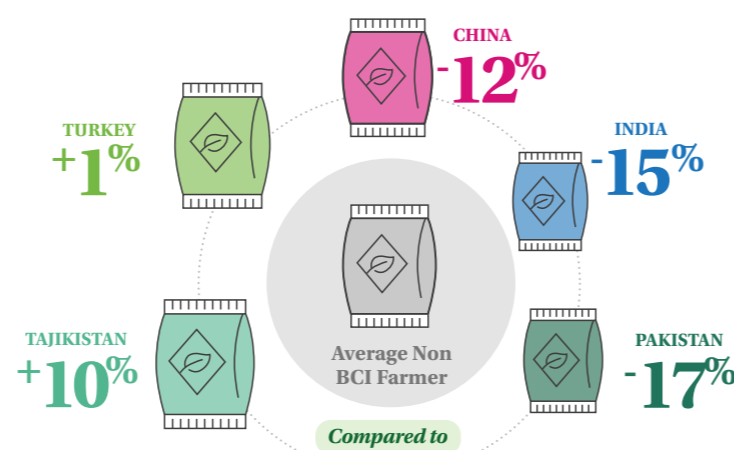


"Tip" How to talk about the results:

BCI Farmers in India used 19% less pesticide than Comparison Farmers.

Synthetic fertiliser ^{kg/ha}

BCI Farmers used **LESS** synthetic fertiliser than Comparison Farmers in 3 of the 5 countries.

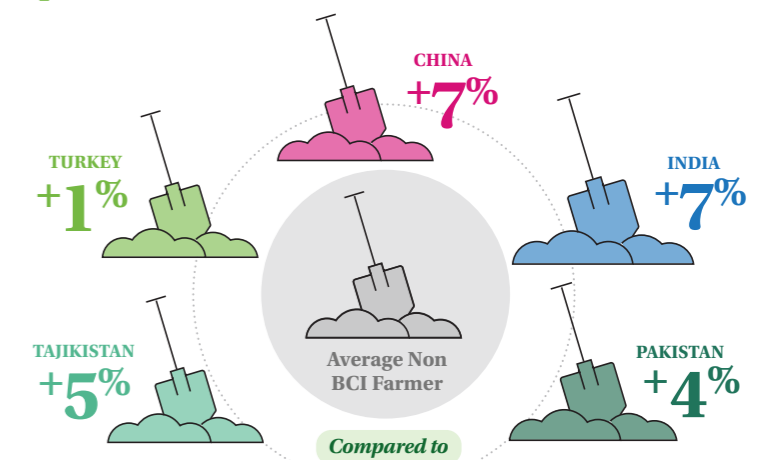


"Tip" How to talk about the results:

BCI Farmers in Pakistan used 17% less synthetic fertiliser than Comparison Farmers.

Organic fertiliser ^{yes/no}

BCI Farmers **USED** organic fertiliser more often than Comparison Farmers.

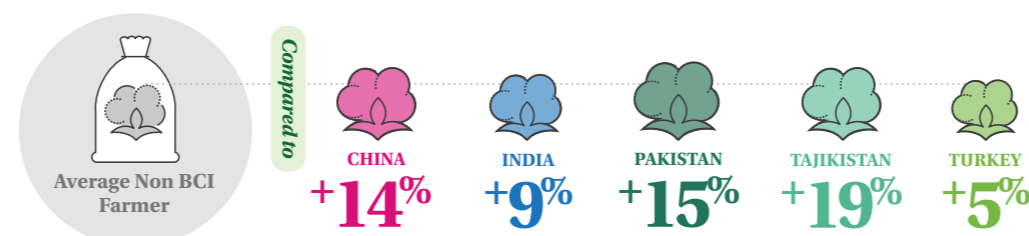


"Tip" How to talk about the results:

In Pakistan, BCI Farmers used organic fertiliser 4% more often than Comparison Farmers.

Yield ^{lint mt/ha}

BCI Farmers in all five countries had **HIGHER** yields than Comparison Farmers.

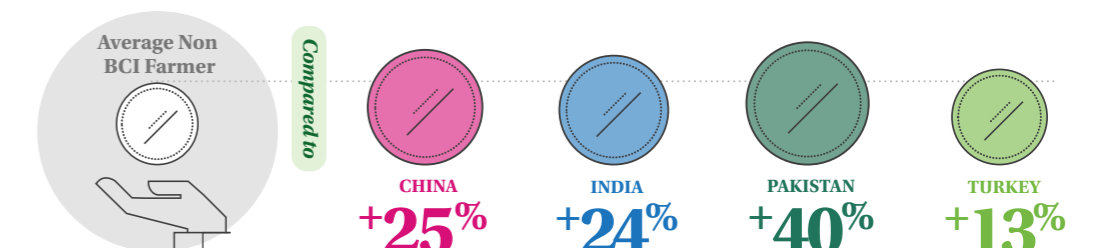


"Tip" How to talk about the results:

BCI Farmers in Tajikistan had a 19% higher yield than Comparison Farmers.

Profit ^{net income/ha}

BCI Farmers in 4 of the 5* countries had **HIGHER** profits than Comparison Farmers.



"Tip" How to talk about the results:

BCI Farmers in Turkey had 13% higher profits than Comparison Farmers.

*Due to data quality challenges with Comparison Farmers, the profitability indicator for this season has been omitted for Tajikistan.