BCI Order ≠ BCI Product

BCI orders are not BCI products because ‘Better Cotton’ follows a mass balance model, only companies on the Better Cotton Platform can receive credits online.

How a company can participate

- Cotton Farmer
- Gin
- Cotton Trader
- Yarn Spinner
- Fabric Mill
- End Product Manufacturer
- Sourcing Agent
- Retailer & Brand

Ears a Better Cotton license
Registers the weight as Better Cotton Claim Units (BCCUs)
Source any cotton products with Better Cotton Claim Units (BCCUs) collected online. There is no physical traceability. This means that you can never say Better Cotton is in your products.
To find out what you can say, visit www.bettercotton.org/resources

Why do it like this?

- Farmers sell cotton as Better Cotton and benefit from the standard. At the same time...
- ...an efficient and flexible supply chain...
- ...stimulates more demand for sustainable cotton.
- The mass balance system is scalable & credible, but claiming it’s in your product is never allowed.

What’s the point?

- If you have a BCCU in your account, somewhere in the world a farmer has produced 1 kilo of Better Cotton.
- Your BCI order activates continued growth of more sustainable cotton.

This means

- Your cotton products could be a vehicle for BCCUs, but the only way a ‘BCI order’ can happen is via your Better Cotton Platform (BCP) Account.

Need a Better Cotton Platform Account?

Only BCI Members and registered non-member BCP Suppliers can access the Better Cotton Platform.*
membership@bettercotton.org

www.bettercotton.org/platform

*Business type will determine required engagement to access the BCP, details outlined online.