September 2013

Report of the Task Force on Cotton Identity Programs

to the 72nd Plenary Meeting of the ICAC

The present report intends to inform the 72nd Plenary Meeting of the ICAC about the activities of the Task Force during 2013, and to provide a description of the following Cotton Identity Programs: Organic, Cotton Made in Africa, and the Better Cotton Initiative.

Activities of the Task Force

During the 71st Plenary Meeting of the International Cotton Advisory Committee (ICAC), held in Switzerland in October 2012, the Committee instructed its Secretariat to form a Task Force on Cotton Identity Programs in order to enhance cooperation, improve transparency, and exchange experiences as well as information about sustainability. Cotton Identity Programs were defined by the Advisory Committee as those organizations that support or promote "various cotton production initiatives, including organic, Fairtrade, Cotton made in Africa, and Better Cotton Initiative."

The Committee agreed that organizations promoting and implementing cotton production initiatives should work together and in cooperation with national systems and institutions.

The mission of the Task Force is to assist governments in achieving a higher understanding of the cotton identity programs and articulating institutional cooperation linkages with organizations promoting and implementing them.

The objectives of the Task Force are:

1. To serve as an objective statistical observer of the cotton identity programs, enhancing transparency;

2. To serve as a clearinghouse for technical information on identity cottons;

3. To serve as a forum for exchange of experiences with cotton identity programs; and

4. To promote institutional cooperation between cotton identity programs, ICAC member countries, and other institutions of the cotton value chain.

Since the approval of its Terms of Reference by the 522nd Standing Committee Meeting on January 31, 2013, the Task Force has met via teleconference three times, and has focused on proposed activities listed in the Terms of Reference as a-c:

a. Report statistics on production, consumption, trade, and pricing of the identity programs (objectives 1 and 2).

b. Report the goals of each identity program, their performance, and their funding (objectives 1 and 2).

c. Identify similarities across programs to shape a definition of Cotton Identity Programs (objectives 1 and 4).

The Task Force presented an Interim Report to the 524th Meeting of the Standing Committee on June 6, 2013, and is presenting this Report to the 72nd Plenary Meeting in Cartagena, Colombia.

The list of Members of the Task Force includes delegates from Australia, Brazil, Germany, Mozambique, Switzerland, and the United States; delegates from the International Forum for Cotton Promotion (IFCP), and the Expert Panel on the Social, Environmental, and Economic Performance of Cotton Production (SEEP); representatives of the Organic movement, Aid by Trade Foundation/Cotton Made in Africa, and the Better Cotton Initiative (BCI); and representatives of the International Textile Manufacturers Federation (ITMF).

Report on Cotton Identity Programs

The Task Force conducted a survey among the Identity Cotton Programs to learn where and how much cotton is produced, the number of participants, what are the standards and who sets them, how are farmers trained, who are the companies involved with the Programs, how are the programs funded, and where they intend to expand in the future.

The Organic sector, the Aid by Trade Foundation, and the BCI timely responded with detailed answers, and followed up with some clarifications to complement their answers.

The self-reported information collected through the survey is summarized in the following tables:

Table 1. Goals

Table 2. Producing Countries

Table 3. Number of Participants

Table 4. Standards for Production and Lint Preservation

Table 5. Farmer Training and Assistance

Table 6. Retailers, Brands or Other Customers Currently Involved in the Programs

Table 7. Expansion Plans

Table 8. Funding and Expenses

Table 9. Collaboration between Programs

Report on Cotton Identity Programs - Survey

Table 1. Goals

Organic (IFOAM and Textile Exchange)	Cotton Made in Africa (Owned by the Aid by Trade Foundation)	Better Cotton Initiative
• Supporting farmers to convert to organic production (know-how on production techniques, organization of extension and internal control systems) • Motivating and supporting companies to engage in organic cotton value chains • Ensuring integrity of organic cotton • Communicating the impact of organic cotton	The aim is to improve smallholder farmer livelihoods in developing countries through the activation of market forces, by: • co-financing training measures of African cotton companies to (i) improve yield, soil and cotton quality of smallholder cotton farmers, (ii) reduce / optimize pesticide application, and (iii) co-financing CmiA community projects to improve the educational, health and small business infrastructure; • connecting smallholder cotton farmers to international markets by actively promoting the sustainability features of their cotton, specifically (i) social features (e.g. no child labor, gender), and (ii) environmental features (e.g. exclusion of a range of highly toxic pesticides, environmental footprint); • levying a CmiA utilization charge at the level of brands and retailers in order to finance its support activities mentioned under points a. and b. above.	The overall aim is to transform cotton production worldwide by developing BCI cotton as a sustainable mainstream commodity, by: • Reducing the environmental impact of cotton production • Improving livelihoods and economic development in cotton producing areas • Improving commitment to and flow of BCI cotton throughout the supply chain • iv) Ensuring the credibility and sustainability of BCI

Table 2. Producing Countries

Country	Organic			CmiA			BCI		
	Planted Area	Metric Tons (Lint)	Season	Planted Area	Metric Tons (Lint)	Season	Planted Area	Metric Tons (Lint)	Season
Benin*	N/A	328	2011/12	N/A	N/A	2012/13			
Brazil	N/A	38	2011/12				210,000	295,000	2011/12
Burkina Faso	N/A	370	2011/12						
China	N/A	8,106	2011/12				15,000	32,000	2011/12
Côte d'Ivoire				132,114	60,024	2012/13			
Egypt	N/A	420	2011/12						
India	N/A	103,004	2011/12				138,000	105,000	2011/12
Israel	N/A	70	2011/12						
Kyrgyzstan	N/A	156	2011/12						
Malawi				17,424	4,600	2011/12			
Mali	N/A	860	2011/12				63,000	25,000	2011/12
Mozambique**				88,327	19,654	2011/12	N/A	N/A	
Nicaragua	N/A	122	2011/12						
Pakistan							260,000	215,000	2011/12
Paraguay	N/A	100	2011/12						
Peru	N/A	479	2011/12						
Senegal	N/A	17	2011/12						
Tajikistan	N/A	16	2011/12						
Tanzania	N/A	6,891	2011/12						
Turkey***	N/A	15,802	2011/12				N/A	N/A	
Uganda	N/A	456	2011/12						
USA	N/A	1,580	2011/12						
Zambia				317,450	74,820	2011/12			
Zimbabwe				47,474	42,194	2011/12			
Total	316,907	138,813		602,789	201,292		686,000	672,000	
# responses		18		6	6		5	5	

*Benin: CMIA suspended in 2012/13

**Mozambique: no BCI production until 2013/14

***Turkey: no BCI production until 2013/14

~ Total Cotton Production by country refers to 2011/12 for all countries (ant world total), except for Cote d'Ivoire which refers to 2012/13.

Table 2 (continued). Producing Countries

Country	Sum of Organic, CmiA, BCI					Total Cotton Production by Country (2011/12)	
	# of Initiatives	Planted Area (ha)	Lint Production (Metric Tons)	Planted Area (% of total cotton area)	Lint Production (% of total lint production)	Planted Area (000 ha)	Lint Production (000 Metric Tons)
Benin*	2	N/A	≥ 328	N/A	≥ 0.4%	208	75
Brazil	2	≥ 210,000	295,038	≥ 15.1%	15.7%	1,393	1,877
Burkina Faso	1	N/A	370	N/A	0.3%	373	141
China	2	≥ 15,000	40,106	≥ 0.3%	0.5%	5,528	7,400
Côte d’Ivoire	1	132,114	60,024	38.9%	42.9%	340	140
Egypt	1	N/A	420	N/A	0.2%	221	181
India	2	≥ 138,000	208,004	≥ 1.1%	3.3%	12,178	6,345
Israel	1	N/A	70	N/A	0.4%	9	17
Kyrgyzstan	1	N/A	156	N/A	0.5%	37	32
Malawi	1	17,424	4,600	8.7%	12.1%	200	38
Mali	2	≥ 63,000	25,860	≥ 13.2%	13.8%	478	187
Mozambique**	2	≥ 88,327	≥ 19,654	≥ 46.7%	≥ 32.2%	189	61
Nicaragua	1	N/A	122	N/A	13.9%	2	1
Pakistan	1	260,000	215,000	9.3%	9.4%	2,800	2,294
Paraguay	1	N/A	100	N/A	0.4%	56	28
Peru	1	N/A	479	N/A	1.1%	47	42
Senegal	1	N/A	17	N/A	0.2%	26	11
Tajikistan	1	N/A	16	N/A	0.0%	201	120
Tanzania	1	N/A	6,891	N/A	5.7%	568	120
Turkey***	2	N/A	15,802	N/A	≥ 2.1%	542	750
Uganda	1	N/A	456	N/A	1.0%	100	47
USA	1	N/A	1,580	N/A	0.0%	3,829	3,391
Zambia	1	317,450	74,820	62.0%	68.0%	512	110
Zimbabwe	1	47,474	42,194	10.5%	29.7%	450	142
Total		≥ 1,605,696	≥ 1,012,105	≥ 4.5%	≥ 3.6%	36,059	27,810
# responses		10	24				

Notes: ≥ indicates “greater or equal to”.

Table 3. Number of Participants

	Organic	CmiA	BCI
Number of qualified farmers	Total: 214,105 -Africa: 25,584 -China: 1,993 -EMENA & CA*: 1,273 -Latin America: 1,186 -South Asia (India): 184,029 -USA: 40	Total: 467,242 -Côte d'Ivoire: 45,954 (2012/13) -Malawi: 13,637 (2011/12) -Mozambique: 110,600 (2011/12) -Zambia: 271,170 (2011/12) -Zimbabwe: 25,881 (2011/12)	165,000 (2012)
Number of female farmers	Total: ≥8,057 -Africa: 6,625 -China: 952 -EMENA & CA*: 261 -Latin America: 219 -South Asia (India): n/a -USA: n/a		
Number of producer groups	Total: 158 -Africa: 9 -China: 5 -EMENA & CA*: 25 -Latin America: 13 -South Asia (India): 100 -USA: 6		
Number of participating farmers (qualified and not qualified)			225,000 (2012)
Number of ginners		6	240
Number of merchants		7 merchants: Cargill Zambia, Dunavant S.A., Faso Coton, Industries Cotonnières Associées-Groupement d'Intérêt. Économique – (ICA) Talon; Ivoire Coton; Plexus/Great Lakes Cotton Company – Malawi; Plexus/Great Lakes Cotton Company – Mozambique	20

* EMENA & CA: Europe (Greece), Middle East and North Africa, and Central Asia.

Table 4. Standards for Production and Lint Preservation

	Organic	CmiA	BCI
Target of standards	Entire value chain	Farm to bale	Farm to bale
Who sets the standards?	• National organic regulations (EU, NOP etc.) for organic seed cotton production • IFOAM has developed basic standards for organic agriculture that are used by other standard setters, and has established a family of organic standards in order to facilitate equivalency recognition • The Global Organic Textile Standard (GOTS) covers the processing of certified organic seed cotton along the textile value chain • Textile Exchange has organic content processing standards that cover the chain of custody for organic cotton through processing for both 100% claims and blended claims.	AbTF in consultation with its participating partners in the framework of the AbTF Technical Committee on Verification. After confirmation by the AbTF Board of Trustees, the latest volume of the CmiA standard is published for critical review on the CmiA homepage according to ISEAL rules before being finally adopted.	The BCI Secretariat, following a three year multi-stakeholder consultation process in key cotton producing areas globally and in line with ISEAL's Standard Setting Code of Practice
Who must follow the standards?	All actors involved in production, processing, trading and retailing of organic cotton goods: farmers to retailers	Farmers and ginners	Farmers and ginners
Verification/ certification?	• Labeling and 3rd party certification of all actors • Private sector certification bodies, accredited by authorities (of importing countries or national authorities in case of equivalency agreement, e.g. India) are responsible for certification.	• 3rd party verification • As the owner of CmiA, AbTF is responsible for verification. • Participating cotton companies / ginners have to complete a yearly self assessment, which is verified by external verification companies every second year. • Self assessment and external verification together are the license to operate. • AbTF trains the external verifiers and randomly controls the quality of their work.	• 3rd party verification • Smallholder 'Learning Groups' and individual large farm employers are licensed to grow and sell BCI Cotton by BCI Country Managers. The licenses are issued on the basis of self-assessment, 2nd party credibility checks by both Implementing Partners and the BCI, and 3rd party verification at farm level. • BCI is responsible for monitoring ginners through the use of ginner monitoring guidelines, 2nd party monitoring visits, and verification of data (relating to purchase and sales of cotton) entered onto the BCI Cotton Traceability System online.

	Organic	CmiA	BCI
Who finances the verification/ certification?	Costs are born by operators, i.e. farmer groups, exporters, processing companies etc.	Costs of regular verification, verifier training and random controls of verifiers are borne by AbTF.	• 3rd party verification costs for smallholders are covered by BCI. • Large farm employers cover their own 3rd party verification costs. • Gin monitoring costs are currently borne by BCI.
What is the output of the certification/ verification?	A 100% organic cotton bale A 100% "cotton in conversion" or "cotton in transition" bale[1] A 100% organic cotton textile good A 70%-99% blended organic cotton textile good. A textile good with 1% to 69% organic cotton	A 100% CmiA cotton bale. Optional: "hard identity preserved" (HIP) 100% CmiA cotton bale..	A 100% BCI Cotton bale
Chain of Custody (CoC) and lint preservation	• Organic regulations require full physical traceability from field to final product, ensured through controlled product flow and transaction certificates at each level, separate storage and processing, cleaning of processing equipment before organic cotton is processed. • Testing for residues or biotech cotton is conducted randomly and in case of doubt at the spinning, ginning, and farm levels. Cotton samples are sent to a lab in Germany that tests whether samples of organic cotton contain pesticide residues or biotech cotton. • Once cotton is transformed into yarn it is no longer possible to test for the organic content of yarn, fabric or textile goods. Hence the importance of tracking the weight of textile output and the percentage of organic that goes into it. • Yarn produced with labeled organic cotton has a code, verified and tracked through knitting and cut-sew operations. Standards: • The Global Organic Textile Standard (GOTS) • Textile Exchange 100% Organic Cotton Standards • Textile Exchange Blended Organic Cotton Standards	• The CmiA verification encompasses field and gins verification. • AbTF is not verifying the remaining steps of the CoC.	• BCI's CoC Guidelines require that seed cotton from licensed farmer groups be kept segregated after harvest, during transportation and in the gin yard. • BCI Cotton is kept segregated during the ginning process (Ginner Monitoring Guidelines) to create 100% BCI Cotton bales. • It is optional for ginners to clean down the gin before ginning BCI cotton. If the 100 % BCI bales are produced following a clean down, the ginner may wish to record this in case potential buyers are interested in knowing this information. • The rest of the Supply Chain follows a mass balance chain of custody. • After 2016, BCI's intention is to move from the existing mass balance system to a full physical traceability option.

[1] Cotton in conversion and cotton in transition are denominations used as synonyms in different countries for cotton produced within the first 36 months after the last use of a prohibited substance on the field for it to be able to be certified organic. Although being grown organically, those cottons cannot be certified organic.

	Organic	CmiA	BCI
Non-compliance with standards	If traces of residues or biotech cotton are found in the samples above certain thresholds, the participant is expelled from the organic program. The thresholds vary across countries: • USDA National Organic Program: http://www.ams.usda.gov/AMSv1.0/nop • EU 834/2007 : http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en • Japanese Agricultural Standards: http://www.maff.go.jp/e/jas/jas/index.html		

Table 5. Farmer Training and Assistance

	Organic	CmiA	BCI
Type of training	Know-how on production techniques, organization of extension and internal control systems	Training of African cotton companies to (i) improve yield, soil and cotton quality of smallholder cotton farmers, (ii) reduce / optimize pesticide application	• The trainings covered a range of topics: BCI Cotton production principles and criteria, how to enable farmers to participate in self-assessments, how to conduct credibility visits, and generally how to deal with the successes and challenges of growing BCI Cotton. • BCI not only provides general training, but also offers personal support to Implementing Partners during the whole year.
Training delivered by	• Producer organizations, facilitating companies, exporters • IFOAM makes available training material for organic (cotton) production on its training platform • Textile Exchange has developed best practice guides that have been used in regional trainings as well as made accessible for farmer groups as well as on the Farm Hub website which addresses key issues and support for organic cotton farmers and related industry.	Partnering cotton companies	• Implementing partners. In 2011-12 BCI trained Implementing Partners in China, Brazil, India, Mali, Mozambique and Pakistan. • FAO, ILO, and the Fair Labour Association have been contracted by BCI to deliver specific training to Implementing Partners.
Financing of training activities		• AbTF co-finances training activities. Funds to co-finance the training activities of participating cotton companies are raised through a volume-based consumption charge at the level of brands and retailers. • Currently cotton companies and ginners participating in CmiA receive co-financing and technical support from the Competitive African Cotton Initiative (Compaci). Compaci is financed by the Aid by Trade Foundation (AbTF), the Bill & Melinda Gates Foundation (BMGF), the German Ministry of Economic Cooperation and Development (BMZ), the Gatsby Foundation.	

Table 6. Retailers, Brands or Other Customers Currently Involved in the Programs

Organic			CmiA	BCI
AB Lindex	Disney Consumer	Hong Kong Non-Woven	Otto Group	Tesco Clothing
ACTIF	Products	Fabric	Tchibo	adidas AG
Adidas	Draper Knitting	Horny Toad	C&A	Hemtex
Adolfo Dominguez	DuPont Industrial	Hoss Intropia	s.Oliver	Hennes & Mauritz
Alok Industries	BioSciences	Hues India	Tom Tailor	AB
American Dawn	DyStar	Huren OHG	PUMA	Ikea Supply AG
Andorra Australia	Earth Protex (Dalian)	Hussain Mills	REWE	KappAhl Sverige
Anvil Knitwear	Co., Ltd.	ICEA	Group	AB
Armstrong Spinning Mills	Eastman Exports	Inditex	Ernsting’s	Lindex AB
Arvind Limited	Global Clothing	iNi Sustainable Source	Family	Federation of
ASOS.com	EcoCentric/Sustaintex	Internet Tekstil	Engelbert	Migros
Barco Uniforms	EcoColor	Intertek Testing Services	Strauß et al.	Cooperatives
Bayer CropScience	econscious	Japan Organic Cotton		Levi Strauss & Co.
Beechfield Brands	Ecotex	Association (JOCA)		Nike, Inc.
Bennett & Company	Egedeniz Tekstil	Jiaxing Jiecco Fashion		Marks and
Bergman Rivera	Eileen Fisher	Co. Ltd.		Spencer
Biocoton India	Esprit	Joan Ellis, Washington		Sainsburys
BioSustain Tanzania	Esquel	State University		Supermarkets Ltd
Brooks Running	Fabrics for Freedom	K-Bite International		MQ
Brown and Wilmanns	Fiberlinks Textiles	K&L Ruppert		Stadium
Environmental	FITI Testing &	Katsu New York		Gina Tricot AB
Buhler Yarn	Research Institute	Kayjune Company		Inditex
C&A	Fountain Set	KnowledgeCottonApparel		Bestsellers
Central Fabrics	Freudenberg	KNP Headwear		Walmart Inc.
Chetna Organic Farmers	Household Products	Korea Eco Textile		(Home/joint ASDA)
Association (COFA)	G-Star Raw	Association		Tchibo GmbH
CHF Industries	Gaiam	Kowa Company		VF
Chia Her Industrial	GAP, Inc.	L.L. Bean		Axstores
Chipotle Mexican Grill	Garmon & Bozzetto	La Siesta		Tommy Hilfiger
Clariant International	SrL	Lands’ End		
Consolidated Dyeing &	Giotex Ltd.	Levi Strauss & Co.		
Finishing	Global Merino	Lululemon Athletica		
Control Union	Green Clothing	Lurdes Sampaio		
Core Natural Sleep	Green Textile	March O’Polo		
Blossom India	Associates	International		
Coyuchi	Greenlayer Sports	Mark’s Work Warehouse		
Deckers Outdoor	Greensource Apparel	Marks & Spencer		
Corporation	Gulteks	Martex Fiber/Jimtex		
Desigual	H&M	Yarns		
Dibb International	Hanky Panky	Maxomorra		
Dibella B.V. - Netherlands	Heart, Co.	McGregor Fashion Group		
Dibella GmbH - Germany	Hemp Fortex	Messe Frankfurt		
Naturepedic	Hess Natur	Mountain Equipment		
NatureUSA/bgreen	Hialpesa	Coop		
Neotextil	Himalayan Wild Fiber	MQ Retail		
New Balance Athletic	Hohenstein Institute	Muji Global Sourcing		
Shoe	Rethink Fabrics	Volcom		
New Expo	Ryoka Coop	Williams-Sonoma/Pottery		
New Wave	Sainmarks Industries	Barn		
Nike, Inc.	India	Winnerco Co. Ltd.		
NingBo ShenZhou	Sanko Tekstil	Woolworths South Africa		
Knitting Co.	Sapphire International	Thai Alliance		
Nordstrom	Schneidinger AG	Thai Textile Industry		
Novozymes	SCS Scientific	The North Face		
Nudie Jeans	Certification Systems	Tiruppur Suriya Hitec		
NUR DIE	Sewang Textile Co.	Apparel		
Oregon Tilth	SGS Consumer	Topkapi		
Organic Textile Services	Testing Services	Toyoshima		
GbR	Shandong Gainmor	Tropic Knits		

Organic			CmiA	BCI
Organic Trade Association OrganiMark Orimpex Organic Textiles Orta Anadolu Otto Group Outdoor Sports Valley Panoco Trading Parkdale Mills Patagonia Paul Reinhart AG Pickering International Plexus Cotton Polartec Poole Company Portico Home + Spa PPAKS	Shanghai Horizon Garment Co., Ltd. Skunkfunk Source Atlantique, Inc. Speidel GmbH SRC Creations Stanley & Stella Super Spinning Mills Supernatural Sustainable Apparel Coalition Sustainable Cotton Project Taishoboseki Target Taylor Home Fashion Tchibo GmbH Teijdos Royo Tempe Texas Organic Cotton Marketing Coop prAna Pratibha Syntex	Tudo Bom Under Armour Unifi, Inc. Veja Fair Trade Vert Fashion Company Vertical Knits Vieandsomn Vision International, Ltd. Putas Textile Quick Feat International Quiksilver Rajvir Industries Limited REI Remei AG / bioRe Restore Clothing PT Indorama PPR Prairie Dog Co., Ltd.		

Table 7. Expansion Plans

Organic	CmiA	BCI
• Expansion of organic cotton is private sector driven, not top-down; hence it can be taken up by producers in any cotton producing countries at any time • Over the last two decades the number of countries producing organic cotton has continuously increased	In collaboration with Compaci, AbTF plans to expand CmiA to reach out to 12 additional cotton companies in: • Cameroon (2014) • Côte d'Ivoire (2013) • Ethiopia (2014) • Ghana (2013 – 2014) • Tanzania (2014) • Zimbabwe (2013) • Zambia (2013 – 2014) And reactivate production of CmiA in Benin (2014 – 2015).	BCI plans to expand to have production of BCI Cotton as follows: • All CmiA verified sources – as per 2012, and continuing. • Mozambique – 2013 • Senegal – 2014 • Turkey – 2013 • Australia – 2014 • USA – 2014 • Tajikistan – 2013

Table 8. Funding and Expenses

	Organic	CmiA	BCI*
Income	• Organic cotton is largely funded by the private sector. • Some development cooperation agencies (e.g. Helvetas, Oxfam, ICCO) temporarily support the development of organic cotton value chains involving smallholders in developing countries.	Total: €2,264,000 (2012) • Earned Income (licensing fees, partner fees from members of the initiative throughout the textile value chain): 66% • Income from donations and public funding: 33%	Total: €3,609,000 (2012) • Membership income: €931,000 • Grants: €1,781,000 • Project Services: €796,000 • Donations: €25,000 • Others: €76,000
Expenditures		Total: €2,060,000 (2012) • Management & Administration: 14% • Program Implementation: 42% • Community Projects: 14% • Marketing, Sales & Communication: 30%	Total: €2,861,755 (2012)* • Management & Governance and Operations €564,484 • Fundraising €69,839 • Coordination / Expertise €525,720 • Communication and Membership Outreach €479,865 • Farm Assessment and Monitoring, Evaluation & Learning €516,281 • National Project, Assessment and Supply Chain Coordination €652,684 • Sub-total €2,808,873 • Contingency €52,882

* BCI: In addition to the €2,861,755 of expenditure for enabling services by the BCI Secretariat, partners, retailers, brands and international development agencies contributed an additional €7.4 million in 2012 on field implementation programs.

Table 9. Collaboration between Programs

CmiA and BCI[2]	• A partnership agreement was signed between the two organizations temporarily in July 2012 and permanently in August 2013, following an extensive benchmarking process. • CmiA cotton can be sold as Better Cotton, but not the other way around (one way recognition). • Both programs have agreed on a volume-based pricing model. • Both programs will continue their individual sales efforts and companies are free to decide to join either one or both programs. • BCI partners that buy CmiA cotton as BCI Cotton do not have to join the CmiA initiative; however they cannot communicate the advantages of CmiA cotton or mention the name CmiA in any way. **Similarities between CmiA and BCI** • Both initiatives have the same programmatic approach, promoting a set of minimum entry criteria combined with a set of development criteria to improve the performance of farmers. • Both initiatives are activating market forces by levying a licensing fee at brand / retail level. • Both initiatives finance training and other support measures to improve farmer performance. • Both initiatives measure the impact of their support measures at farm level. • Both initiatives are geared to be simple, yet effective to maximise impact at farm level and minimize cost at brand and retail level. **Differences between CmiA and BCI** • BCI is a global cotton standard while CmiA works in Sub-Saharan Africa only. • BCI works with farms of all sizes while CmiA works exclusively with smallholder farmers. • BCI does not differentiate between biotech and non-biotech while CmiA excludes the production of biotech crop. • The CmiA water and GHG footprint is distinctively African, while the BCI footprint will represent about the world average. • CmiA allows retailers and brands to label their products while BCI does not.
CmiA and the Textile Exchange	CMIA and the Textile Exchange are putting together a CMIA-Organic cotton project.

[2] CmiA. "Important Information about Partnership of the Aid by Trade Foundation and the Better Cotton Initiative." August 28, 2013.