

**DEMAND ENHANCEMENT:
IS IT NEEDED WHEN PRICES ARE HIGH?**

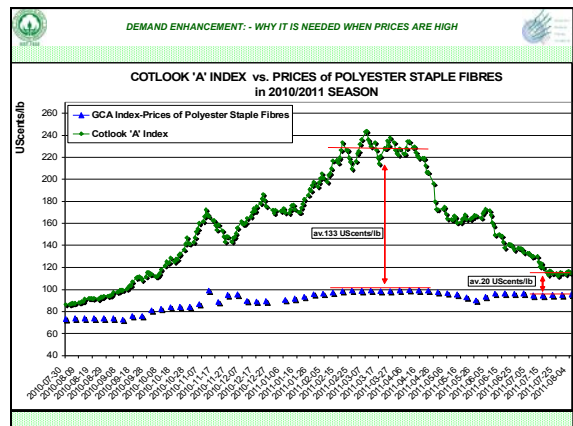
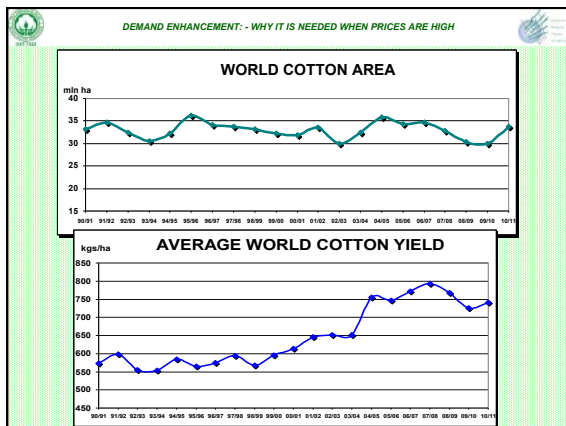
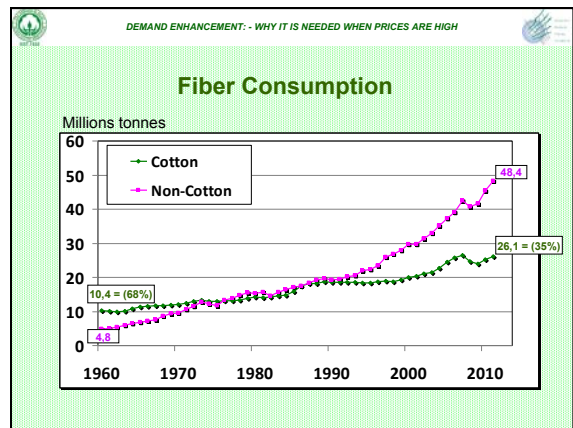
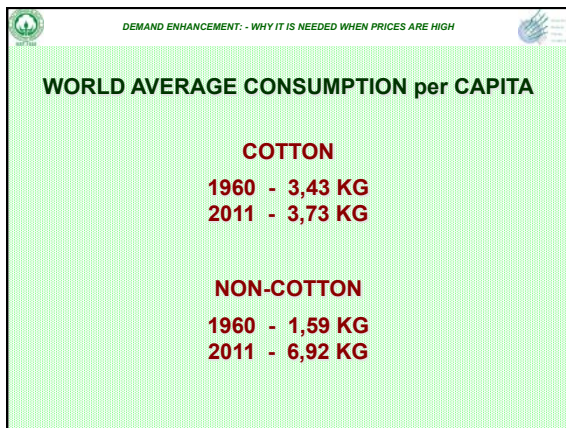
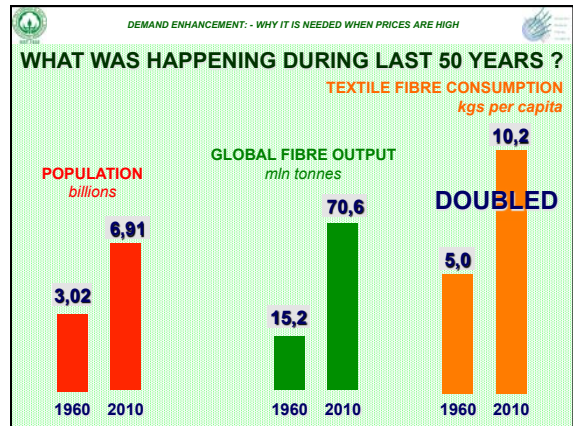
Organizer: International Forum for Cotton Promotion



IZBA BAWELNY W GDYNI
GDYNIA COTTON ASSOCIATION

Zbigniew K. Roskwitalski,
Vice President of the Gdynia Cotton Association

70th ICAC Plenary Meeting, Third Breakout Session,
September 8, 2011, Buenos Aires, Argentina



DEMAND ENHANCEMENT: - WHY IT IS NEEDED WHEN PRICES ARE HIGH

ERA OF CHEAP COTTON JUST ENDED

- *It will be no cheaper*
- *There will not be more*

DEMAND ENHANCEMENT: - WHY IT IS NEEDED WHEN PRICES ARE HIGH

DOES IT MEAN THE END OF COTTON PROMOTION?

- NO!

- *Intensifying promotion activities*
- *Emerging countries - win the consumers*

DEMAND ENHANCEMENT: - WHY IT IS NEEDED WHEN PRICES ARE HIGH

SUSTAINABLE PRODUCTION – – REQUIREMENT OF THE PRESENT WORLD

- *Better Cotton Initiative*
 - *Organic Cotton*
- *Sustainable Cotton Project (SCP)*
 - *Fair Trade Cotton*

DEMAND ENHANCEMENT: - WHY IT IS NEEDED WHEN PRICES ARE HIGH

COTTON IS ALWAYS THE SAME

- *Sustainable production in cotton - YES*
- *Several programmes encourage fragmentation of the cotton market - NO*
- *Marketing tricks – NO*
- *COTTON is always the same - YES*

DEMAND ENHANCEMENT: - WHY IT IS NEEDED WHEN PRICES ARE HIGH

ONE COTTON – ONE PROMOTION

- *A task of the whole cotton pipeline is and will remain cotton promotion – every cotton.*
- *The IFCP has been serving as a clearinghouse for the exchange of proven ideas and strategies to be implemented by national organizations, and by facilitating the establishment and expansion of national demand enhancement efforts.*

