







BCI and smallholders in numbers

SH account for **99.5**% of Better Cotton **farmers**SH account for **65.8**% of Better Cotton **Area**SH account for **49.1**% of Better Cotton **volume**

The business case for Cotton smallholders

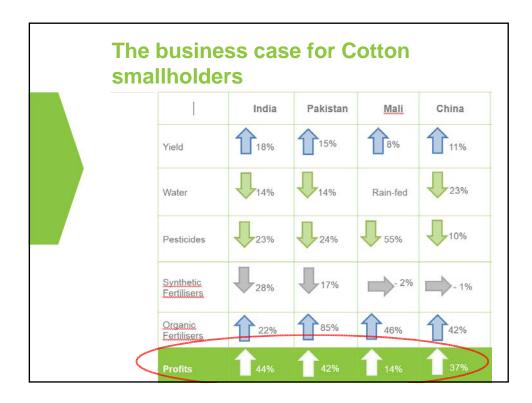
Higher yields

combined with

Lower input costs

leads to

Better profits and better livelihoods



Governance and Smallholders

- > SH's interest and expertise represented in membership and council.
- ➤ Healthy balance in Large Farms Vs. SH supply insured by dual global targets:
 - 8.2 million MT cotton lint in 2020
 - 5 million farmers in 2020

The BCI Standards and Smallholders

One unique global standards

➢ 6 production principles broken down into generic criteria

3 famer categories

- > Small holders
- Medium farms
- Large Farms

Capacity Building and Smallholders

- > BCI relies on Implementing Partners
- Better Cotton Fast Track Programme as Farmer Support Fund.

Assurance Program

- > Two distinct approaches for different farm categories
- > For Smallholders:
 - Organised into Producer Units (appr. 3,500)
 - "New generation" assurance program

Investment Model

- > Currently in transition.
- Need to balance Large Farm vs SH supply growth
- Volume-based fee paid by brands and retailers on all Better Cotton Sourcing
- > Feed into a producer support fund



