



Introduction to the Global Organic Cotton Platform

The true potential of organic cotton



**OCA's vision is to create a prosperous
organic cotton sector that benefits all—
from farmer to consumer**



Integrity. Supply. Impact.

Founded in 2016



OCA unites leading brands, retailers, suppliers, foundations and other partners in the organic cotton space

OCA Contributors

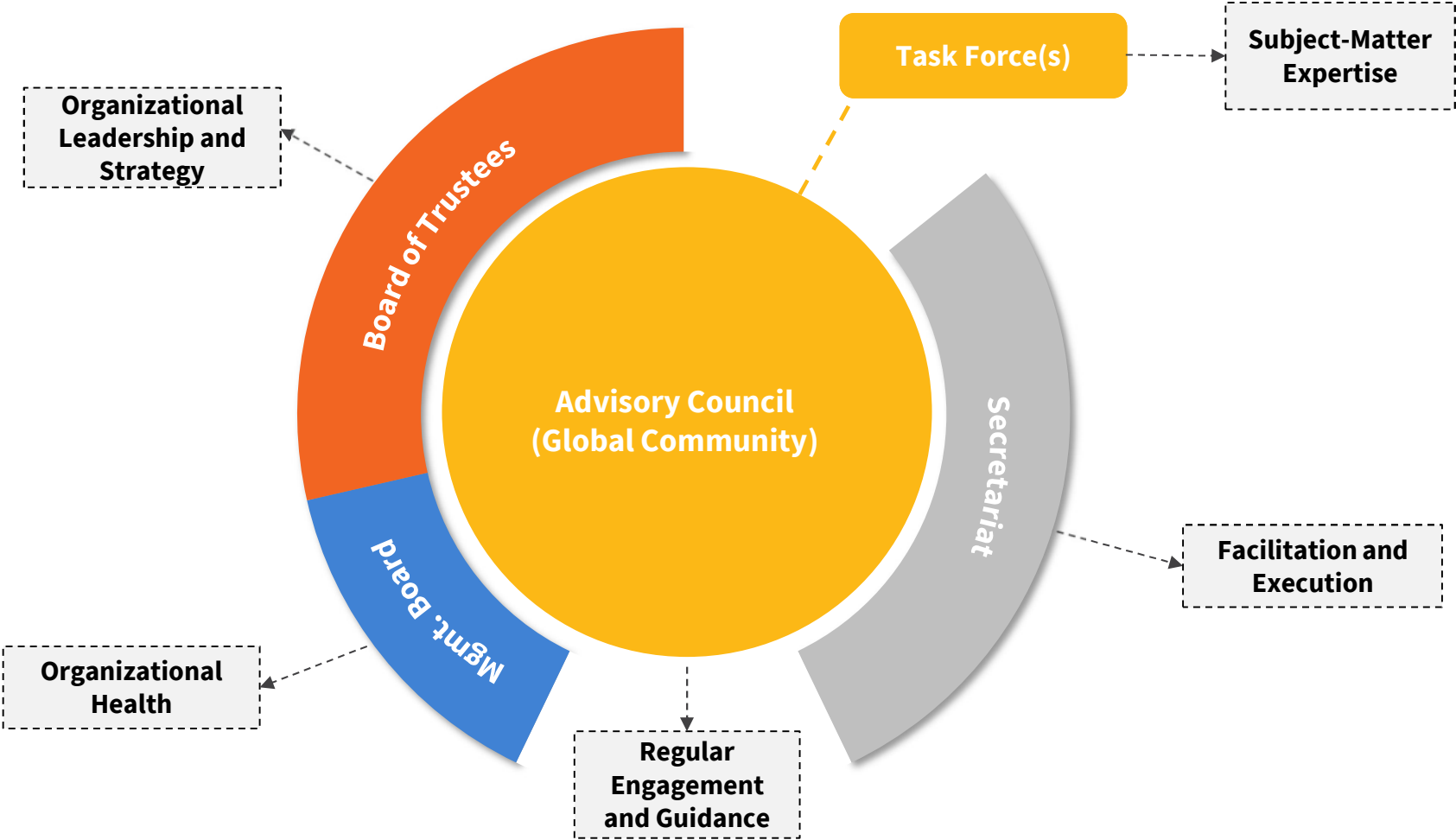
Global Affiliates



Partners and Supporters



Supporting a common vision and agenda as the Global Organic Cotton Platform to accelerate the sector forward



By aligning global stakeholders to leverage our collective interests and investments in organic cotton.

The OCA platform



100%

only global multi-stakeholder initiative dedicated 100% to organic cotton

70%+

of global organic cotton procurement by volume... and growing*

€165B+

total annual turnover of Affiliate brands and retailers*

*Based on data from OCA affiliates





What does OCA Do?

Our Programmes



To achieve the true potential of organic cotton, we must address challenges that hamper the health and growth of the sector

What are the challenges facing organic cotton?



The farmer business case is under pressure

- Lack of access to quality organic seeds
- Lower yields and profits while lacking secure offtake of organic produce
- Organic differentials often do not end up in the farmers' hands



An insecure business case for the value chain

- Supply insecurity and integrity challenges
- Quality and contamination issues
- Lack of supply chain transparency



Fragmented organization of the sector

- Main actors in the sector are not aligned on a vision for the future
- Initiatives to tackle supply and demand challenges are fragmented



OCA has developed three integrated programmes to deliver the solutions critical to the sectors progress

OCA's three pillar programs



Farm Engagement and Development (FED)

Sourcing and capacity building program delivering integrity and prosperity at farmer level



Seed, Integrity and Community Investment (SICI)

Non-competitive solutions that benefit the entire organic cotton sector.



Organic Cotton Fund (OCF)*

providing access to funding and finance for scale and innovation

**Currently under development*





Seed, Integrity and Community Investment (SICI)



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The SICI programme works on non-competitive solutions that benefit the entire organic cotton sector

SICI Focus areas

Seeds: Improve the availability and diversity of non-GM cottonseed in key production regions, starting in India

- **Seeding the Green Future (long-term/breeding)**
- Non-GM cottonseed production standard (*short-term*)
- Initiate Global Seed Initiative Task Force



Integrity & Traceability: enable improved integrity and transparency in organic cotton production through adequate tools and technology

- GMO-screening protocol in cotton and textiles (ISO)
- Organic Cotton Traceability Pilot & future Textiles Traceability Task Force (on-product markers)

Community Investments (currently in exploration/TBD):

Initiatives that support organic farming communities through agricultural centers (inputs, tools, etc.), access to and efficient use of water, education, gender mobility and income diversification



Why the fashion sector is supporting participatory cotton plant breeding in India through Seeding the Green Future

OCA as proud supporter of SGF since 2017

Participatory breeding focusses on improving all the important traits for (organic) cotton



Market

- Fiber quality, e.g.:
 - Staple length
 - Fiber strength
 - Fiber fineness
- Ginning outturn



Producers

- Increased yield
- Increased tolerance of environmental pressures (e.g. drought, salinity)
- Pest and disease resistance

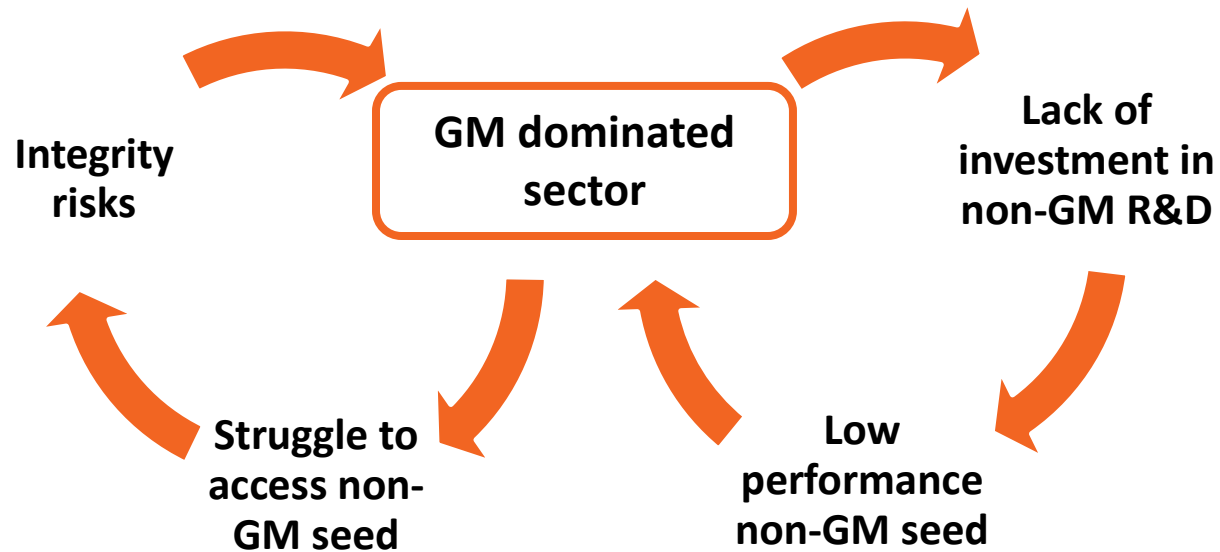


Organic standard

- No genetic modification (non-GM/non-Bt)
- Good performance under organic growing conditions (low-input use)



Quality organic seed is the foundation of a prosperous organic cotton sector with appropriate integrity



Quality organic seed is a top priority for OCA



Increase investment in organic cotton breeding



Improve non-GM cotton availability and supply



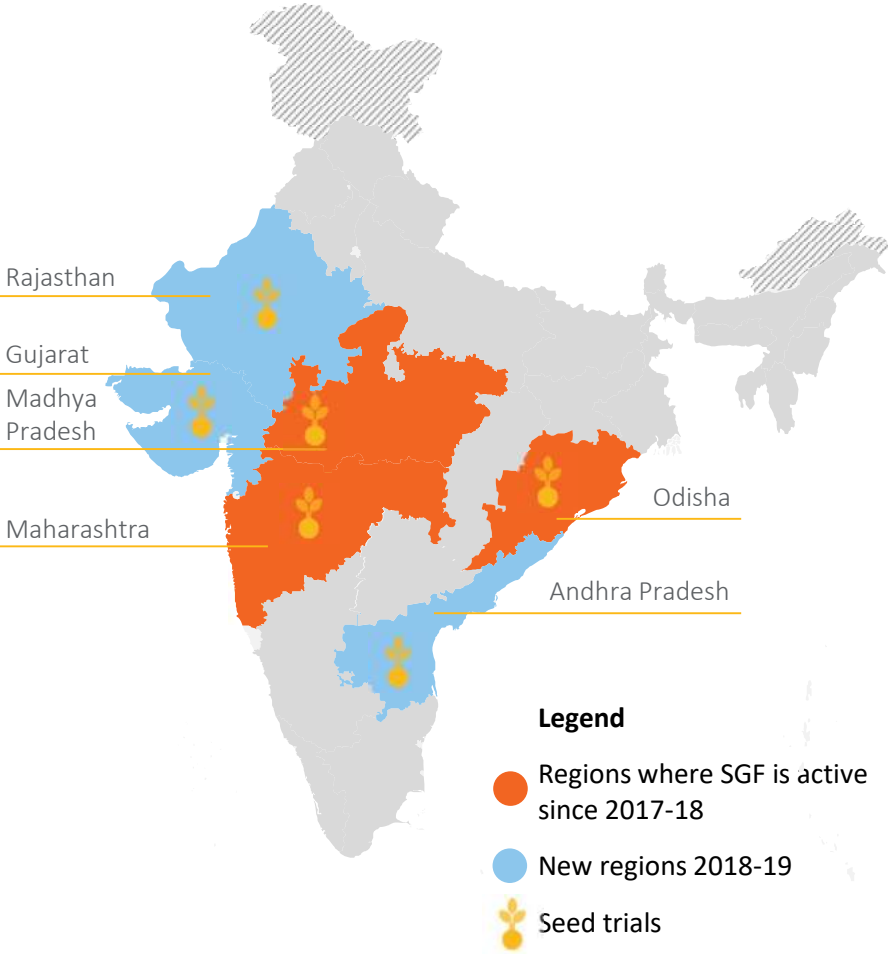
Build capacity and network among sector stakeholders



Ensure integrity throughout the seed supply chain



Seeding the Green Future is currently active across six Indian states, with an expanding network of partners



Key figures at end of 2018-19

- >30 genotypes** evaluated
- 8 own breeding lines** introduced to farm trials
- 5 on-station research trials**
- 150 on-farm trials**
- 1,042 farmers attended training** in cultivar evaluation
- 125 farmers trained** in field testing & multiplication
- 84 trainers introduced** to professional breeding, cultivar development and selection procedures
- Growing local partner network**, incl. research institutes, FPOs, and State Agriculture Universities



SGF is a key sector investment in the long-term to ensure quality organic seed availability in India



Ambitions to increase:



Reach of farmers (incl. women) and partners



New cotton lines



Regions included

Key enablers:



Building further capacity for participatory plant breeding and seed multiplication



Securing trial quality by trialing best practices in crop management, plant protection and seed multiplication



Availability of infrastructures like polyhouses and seed storage facilities




Application of novel breeding tools (e.g. marker assisted selection) to speed up cultivar development




Successful fundraising from sector (industry and donors)



Expanding the work on seed beyond India: OCA's global mission means we are working on a global seed strategy during late 2019 and 2020




India

Primary supporter of  **Seeding the Green Future**

Non-GM cottonseed product standard and support for seed producers

Seed supply linkage via OCA's FED programme involving ~20.000 Indian farmers in 2019/20



World

Global Seed Strategy:
to improve genetic diversity and availability of non-GM cotton seed in key production regions

Geographical expansion of our FED program

Interested to give your input?
Feel free to contact us.





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Any questions? Feel free to contact:

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**LET'S GROW
THE FUTURE
TOGETHER**