



# THE BETTER COTTON INITIATIVE Q&A



This Q&A is to provide Australia’s cotton growers and merchants with information on the Better Cotton Initiative, its benefits and how to become involved.

### WHAT IS THE BETTER COTTON INITIATIVE?

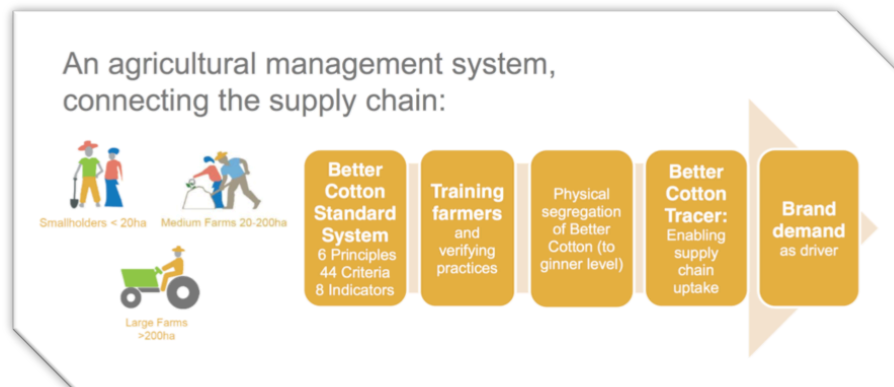
The Better Cotton Initiative (BCI) is a not-for-profit global initiative that helps individual farmers to grow cotton in a way that reduces stress on the environment and improves the welfare of farming communities.

It was originally established by the World Wildlife Fund and a number of international brands concerned about some cotton farming production practices. Brands and retailers that support BCI make commitments to using

Better Cotton throughout their supply chains.

### HOW IS COTTON AUSTRALIA INVOLVED?

In 2014 Cotton Australia signed an agreement with BCI that means cotton produced by fully certified myBMP growers can now be traded into the world market as Better Cotton. This followed a process where BCI standards were matched against the myBMP program standards.



### WHY IS COTTON AUSTRALIA INVOLVED?

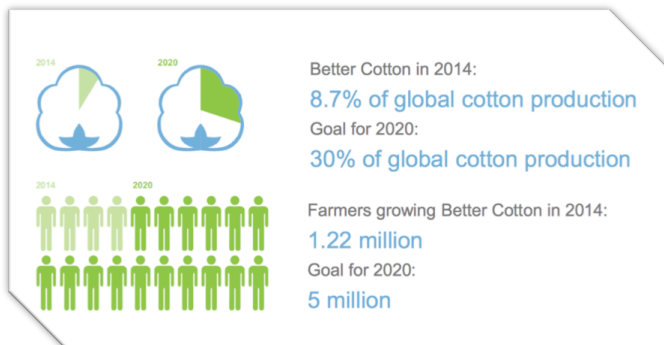
The world's leading brands and retailers are increasingly demanding raw materials produced using more sustainable methods. Some of the world's largest brands have committed to significant targets for Better Cotton use in their products over the next five years.



BCI presents an opportunity to leverage the Australian industry's significant investment in sustainability over many years at a global level, future-proof markets for our crop and promote Australian cotton.

Should BCI reach its goal, Better Cotton will become a mainstream commodity in the world cotton market.

With more and more global retailers forming BCI's membership, there may become a time when Australia's myBMP accredited growers find increased demand for their cotton due to the partnership with BCI.



### HOW MUCH AUSTRALIAN COTTON IS CURRENTLY IN BCI?

In the 2014-15 season Australia produced 59,334 tonnes of licensed Better Cotton – that's around 240,00 bales and 11% of the 2014-15 crop. Cotton Australia is hoping to grow this each year by getting more growers to full certification in the myBMP program.

### HOW DO I BECOME INVOLVED IN BCI?

Growers	Merchants
Australian cotton growers must do three things to qualify as a BCI grower: <ol style="list-style-type: none"> <li>1. Be a myBMP certified grower</li> <li>2. Pay the full Cotton Australia levy</li> <li>3. Opt-in to Better Cotton via myBMP / Cotton Australia</li> </ol>	Become a registered member of BCI

### ARE THERE ANY ONGOING OBLIGATIONS?

Growers	Merchants
BCI growers must opt in and provide additional information annually: <ul style="list-style-type: none"> <li>• Information at the beginning of the season (early season projections)</li> <li>• End of season reporting that collects data on pesticide, fertiliser and water use, water use in a set format.</li> </ul> The end of season data is used by BCI to report global improvements in cotton production. Cotton Australia confidentially gathers the data and provides an aggregate report for Australia to BCI.	Renew BCI membership annually.

### WHAT DO I DO IF I WANT TO JOIN BCI?

GROWERS	MERCHANTS
<ol style="list-style-type: none"> <li>1. Contact your local Cotton Australia Regional Manager to assess your myBMP status and work out how to progress to myBMP certification. Contact details can be found on the Cotton Australia website.</li> <li>2. If you are already a fully-certified myBMP cotton grower contact the myBMP Office on 1800 COTTON to get help registering for BCI.</li> </ol>	Visit the BCI website at <a href="http://www.bettercotton.org">www.bettercotton.org</a> Contact BCI's membership department via e-mail: <a href="mailto:membership@bettercotton.org">membership@bettercotton.org</a>

### FURTHER INFORMATION:

myBMP Office on ph 1800 COTTON Cotton Australia Head Office on (02) 9669 5222