

## COTTON FARMING

Khima Rinchhod lives on his 3.5 acres of farm land with his wife Jamnaben, and their three children. They live in the Kutch region in the state of Gujarat, Western India. Khima has grown cotton all his life, just as his father did. Cultivating cotton is hard work, with water scarce and irrigation difficult.

Khima used to sell his cotton locally. "The buyer would always find a reason to offer us a poor price", said Khima. Now Khima sells his entire harvest through the Fairtrade certified cooperative Agrocel. Through the cooperative, he receives a higher, stable price and with support and training from the Fairtrade liaison officers, he has converted to organic farming.

As a member of the Agrocel cooperative, Khima also benefits from the Fairtrade Premium which is invested in local community projects. He is optimistic about the future now that the cooperative sells Fairtrade Certified cotton.

**"We will benefit from this financially, but what's more important is that we are given the opportunity to improve the local education for the children here in the community."**



## THE AUSTRALIAN AND NEW ZEALAND MARKETS

Fairtrade Certified cotton products available in Australia and New Zealand include men's and women's clothing and underwear, bags, baby wear, bedding, merchandise and shoes.

For a product to carry the Fairtrade Cotton Mark, all the cotton in the final product must be Fairtrade Certified and have been sourced through a physically traceable supply chain audited by FLOCERT. Fairtrade standards require that all companies manufacturing the cotton must demonstrate decent working conditions to International Labour Organisation Standards.



## FAIRTRADE CERTIFIED COTTON: YOUR CHOICE FOR LASTING CHANGE

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers.



Choosing products with the FAIRTRADE Cotton Mark gives small scale farmers the power to improve their livelihoods.



## ABOUT FAIRTRADE

### AUSTRALIA & NEW ZEALAND

Fairtrade Australia & New Zealand is the sole member organisation of Fairtrade International with the right to licence the use of the FAIRTRADE Mark in Australia and New Zealand. It is the largest Fairtrade office in Indo-Pacific and provides producer support to farmers in the region as well as leading the development of regional supply chains.

For a product to carry the FAIRTRADE Mark it must meet the social, economic and environmental standards set by Fairtrade International.

## CONTACT US

If you have any queries or would like more information please go to:

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## FAIRTRADE CERTIFIED

## COTTON



Improving the livelihoods of cotton farmers in the developing world

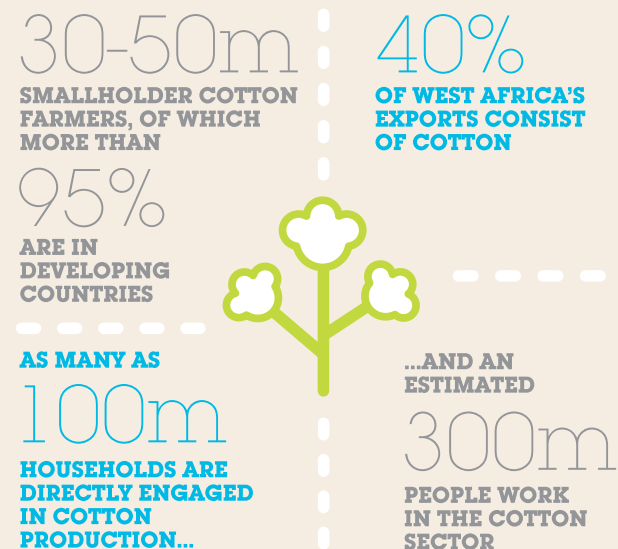




# COTTON:

## THE GLOBAL PICTURE

Cotton is vital to the global textile industry and plays a key role in the social and economic development of many developing countries. For many farmers, cotton farming is their only source of income.



World market prices for cotton, which have been unstable for a long time, continue to plunge downward even though the cost of production is increasing. The price these smallholder farmers receive for their high quality cotton is driven down further by Northern subsidies as well as competition from synthetic fibres. In the many countries where cotton is the main source of income, the direct consequence of these falling prices is poverty.

## HOW DOES FAIRTRADE FIT IN?

Fairtrade focuses on our work with cotton farmers, who are often the invisible part of the supply chain for the consumers who buy the end products.

Fairtrade provides a fair and stable price for small-scale cotton farmers, regardless of the state of the global market. Fairtrade Certified cotton is fully traceable as it progresses through all the manufacturing stages, and all the players in the supply chain are registered with Fairtrade and must comply with international labour standards.

Fairtrade offers companies a credible way to ensure that their trade, and the consumers purchasing their products, will have a positive impact on farmers and workers. Fairtrade supports producers to improve and achieve more control over their lives, creating more opportunities and better living conditions for farmers, workers, their families and communities.

## BENEFITTING FARMERS

Fairtrade cotton provides many social, financial and environmental benefits to the farmers involved in its cultivation.

### Fairtrade Minimum Price

Fairtrade ensures farmers receive a fair and stable price for their cotton. Clothes and fabrics made from Fairtrade Certified cotton guarantee that the farmers receive a Minimum Price for their cotton which always covers the cost of sustainable production.

### Fairtrade Premium

In addition, farmers also receive the Fairtrade Premium, which can be invested in social, environmental and development projects within their communities such as healthcare, education, water conservation and income generating schemes. This ensures that communities have the ability to fund long-term improvement and the communities themselves decide democratically how these premiums are spent.

Fairtrade certification requires farmers to organise themselves into associations or cooperatives. This leads to a pooling of resources and places them in a stronger position when selling their cotton.

## PROTECTING THE ENVIRONMENT

Fairtrade farmers are committed to reducing chemical use and protecting the environment.

Fairtrade cotton farmers reduce and replace conventional pesticides and fertilisers with natural alternatives and many go one step further and convert to organic production. Fairtrade Standards prohibit the use of genetically modified (GM) cotton seed.

Farmers introduce other crops into rotation patterns, diversifying income and improving soil fertility.

## FROM FARM TO RETAILER - THE FAIRTRADE SUPPLY CHAIN

