SUSTAINABILITY is NOT a Business positioning

...it is a HUMAN CONVICTION
Where does Stanley/Stella cotton come from?
From which cow is the milk in my bottle?
Do you control each stage of the production?
The answer is **NO**

- High number of actors
- Daily monitoring is not possible
- Process is complex

CONNECTING THE INDUSTRY IS THE ONLY SOLUTION
1. High number of actors

ONLY

4 factories
in Bangladesh
Each factory has at least 2 spinners.
Hopefully, some are the same for different factories.
Each Spinner has 3 to 6 ginners..... Some are the same for different spinners!!
Each Ginner is working with 100 to 1,000 farmers.....
You also have Brokers...
and traders...
ISSUES:
1. All «transactions» need to be «certified»
2. Suppliers are different from month to month
3. And the farmers need to supply «real» organic
We need 7,500 Farmers to produce our Cotton.

Production: 10 millions pcs
Average weight: 300 gr
Net cotton needs: 3,000 mT
Ratio Net/Raw: 1/3
Raw cotton needs: 9,000 mT

Average Organic field: 2 Ha
Yield per Year: 1,200 Kg

Number of farmers: 9,000/1.2 = 7,500
We will never meet all of them!
OUR OBJECTIVE: TO SECURE PART OF OUR SUPPLY

DEAL WITH ONE OR TWO GINNERS

IDENTIFY THE FARMERS PRODUCING ORGANIC COTTON FOR US

GIVE SUPPORT TO THE VILLAGE
2. Daily monitoring is not possible

Are we sure that workers do not do excessive overtime in certified mills?
3. The process is COMPLEX

Traceability to the farm level is lost at the ginning mill
We need trust in our supply chain
TC’s process has to be optimised
How can technology help?
UN: 200,000 die each year from pesticide poisoning

Report says pesticides are having 'catastrophic impacts' on human health and environment while failing to end hunger.

• FURTHER BUILD THE AWARENESS:
  • OF THE PROBLEM: deaths, disease, soil, biodiversity,...
  • OF THE SOLUTION: CERTIFIED ORGANIC COTTON
    WE NEED MORE ORGANIC FARMERS!

• Align the Industry on VERY LIMITED number of STANDARDS
Our Concrete contribution:

We want our future network of OFFICIAL DEALERS (Printers) to be ALL GOTS certified.
THANK YOU
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