From Farm to Fashion 2015

The International Conference on Cotton

Izmir Turkey
August 3-5, 2015

Lok Sanjh Foundation

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Contents

Acronyms

APTMA	All Pakistan Textile Mills Association
BCI	Better Cotton Initiative
BT	Bacillus thuringiensis (a genetically modified organism (GMO) cotton variety)
CLVC	Cotton Leaf Curl Virus
FAO	Food and Agriculture Organization
GAP	Turkish for South-eastern Anatolia Project (Turkish Acronym)
GDAR	General Directorate of Agricultural Research and Policies (Turkey)
GM	Genetically modified
GoB	Government of Bangladesh
GoP	Government of Pakistan
CAC	Cotton Advisory Committee
IPM	Integrated Pest Management
LSF	Lok Sanjh Foundation
NPAI	The Nazilli Cotton Research Institute (Turkish acronym)
NATP	The National Agricultural Technology Project for Bangladesh
OCRT	Organic Cotton Round Table
OIC	Organization of Islamic Countries
PARC	Pakistan Agricultural Research Council
PCGA	Pakistan Cotton Ginners Association
RBDC	Rural Business Development Centre
SEAR	South East Anatolia Region (Turkey)
SESRIC	The Statistical, Economic and Social Research and Training Centre for Islamic Countries
TUBITAK	The Scientific and Technological Research Council of Turkey (Turkish acronym)
UNDP	United Nations Development Programme
WWF	Worldwide Fund for Nature

Foreword

This report presents the outcome of an International Cotton conference "From Farmto Fashion" held in Izmir, Turkey from 3-5 August 2015. The conference was organized by Lok Sanjh Foundation (LSF) in collaboration with Rural Business Development Centre (RBDC) and was supported financially mainly by Oxfam Novib, Pakistan which is highly acknowledged. Many other institutions , such as, Better Cotton Initiative (BCI), Textile Exchange, UK, SESRIC, Turkey, Nazilli Cotton Research Institute, Turkey and Coventry University, UK also supported the conference as co-host of the event. LSF is thankful to all of them.

The objective of the conference was to bring together participants from cotton producing countries, academics and business people in processing and trading to highlight the innovation in cotton production, challenges of climate change, investment opportunities in cotton industry and business and new styles and trends that would shape the future of cotton industry. The global cotton industry includes more than 100 million farm families across 75 countries, and generates about USD 51.4 billion annually in raw product. For many of these farmers, however, cotton constitutes only one component of a more complex and integrated farming system (FAO 2015). In addition, their welfare depends very much on cotton economy particularly in cotton producing countries of the south.

In this conference over 100 people from various countries representing government, academia, farmers, policy makers, NGOs, Research institutes and private sector Ginners, international garment and trading companies including major consuming countries participated. The major countries of South Asia, Central Asia, Africa and Europe who represented in the conference included: Pakistan, Bangladesh, Turkey, Kyrgyzstan, Tajikistan, Uzbekistan, Bosnia, Tanzania, Uganda, Sudan, Switzerland/USA, Germany, UK, and Denmark.
The participants deliberated in seven different session for two days in which 28 presentations were made covering three major themes: (1) Cotton Production Technologies and Sustainability Issues; (2) Cotton Supply Chain and Trade ; (3) Trends in Fashion and demand for cotton, competition with synthetics. In addition, a field visit to Nazilli Cotton Research Institute was also arranged for the participants to learn from Turkish experience in cotton production and processing technologies.

The conference offered an opportunity for experts representing various countries and organizations to discuss openly on issues and future prospects and farmers welfare related to cotton production technologies, excessive use of chemical inputs, new seed varieties, environmental effects, trade, business and value addition.
It is my hope that the contributions of the participants contained in this report will provide an important addition to the body of knowledge on cotton and assist in creating new thinking for future development of cotton production technologies, processing, trade and businesses particularly focusing welfare of millions of cotton farmers in the south.

Dr. Farzana Shahid
Executive Director (LSF)

From Farm to Fashion

the international conference on cotton

Held in Izmir, Turkey from 3-5 August 2015 was financially supported, among others, by OXFAM NOVIB, for which organisers would like to acknowledge this generous support without which it would have been impossible to organize such an important conference for bringing together almost all stakeholders engaged in cotton research, production, processing and marketing.

Organisers are highly indebted to other organizations, particularly Oxfam Novib, and their leading representatives who not only actively participated in the conference but also provided professional support. Co-organisers and supporters included: Statistical, Economic & Social Research and Training Centre for Islamic Countries (SESRIC), Turkey, Coventry University, UK, Nazilli Cotton Research Institute, Turkey, Better Cotton Initiative, Switzerland, The Textile Exchange, UK and Rural Business Development Centre (RBDC), Pakistan. Particularly the names of Mr. Patrick Laine, CEO, BCI, Mr. Arie Schurrmans, Associate Country Director, Oxfam Novib, Pakistan, Mr. Mehmet F. Serenli, Diretor Training and Technical Cooperation Department, SESRIC, Mr. Sadettin OZTURK, Director, Nazilli Cotton Research Institute, Turkey, Prof. Dr. Hazel Barrett, Coventry University, UK, Ms. Liesel Truscott, Director, Textile Exchange Europe and Dr. Shahid Zia, MD, RBDC, Pakistan are worth mentioning.

Let me acknowledge here that the whole idea of this conference was conceived by Dr Shahid Zia, Managing Director, RBDC and it was his untiring efforts that helped bring people and resources together to make this conference happen. That is a big contribution of RBDC.

The names of all other individual participants or representing International organizations of various countries of Central Asia including Bosnia, Europe, Africa and South Asia may not be possible to mention. However, LSF would like to express its sincerest thanks for their participation, time and contribution.

The last but not the least, LSF team comprising its program and finance staff in Pakistan and RBDC in Pakistan and Turkey provided all out possible support in terms of organizing this conference, administration, professional and technical matters. Italtur staff, particularly Ira Ozkesen, provided excellent event management support)

1. Introduction

The Cotton

The world cotton production is estimated at 119.4 Million bales in 2014-15, almost 0.83 % lower than last year of 120.4 million bales. While global demand for cotton is expected to rise with continousely increasing population, the stagnant or declining global supply of cotton will pose serious challenges to cope the needs of future generations. After reaching the historically high level of 795 kg/ha in 2007/08, cotton yield continued to decline to 763 kg/ha in 2009/10 and then to 727 kg/ha in 2010/11. It is alarming to note that more than half of the cotton area has already been put under the Biotech seed varieties and still we are facing declining cotton supplies. So there is a serious need for new technologies that can help increase cotton yields in a sustainable way. Among five leading cotton producing countries, India, china and Pakistan are the major producers in Asia supplying more than 60 % of world cotton production. As Asia has higher share of world production, mill use and imports, it should also share the larger responsibility to ensure the sustainable supply to the global cotton industry and the trade.

World Cotton Supply and Distribution: Few facts

According to ICAC (2012), approximately 75 countries in the world grow cotton and more than 30 million hectares of cotton was sown worldwide in 2009/10. In 2009 cotton accounted for 31.7% of worldwide fibre production and cotton's share of the world fibre market is falling. Between 2005 and 2009 cotton's share in fibre production worldwide fell from 35.7% to 31.7 percent.

The Cotton Challenges

With stagnant or declining cotton yields, the pesticide use level in cotton is also declining. According to cropnosis, in 2008, plant protection chemicals worth $44 billion were used in agriculture and 7 percent of that was used in cotton crop. So use of plant protection chemicals on cotton has declined from 11percent of the total in 1988 to 6.8 percent in 2008. The International Cotton Advisory Committee (ICAC) noted the following reasons of declining pesticide use on cotton: Growing concern and awareness about over use of pesticides in agriculture. Countries suffered because of resistance and secondary pests. Increase prices of pesticides have resulted in increased cost of production. Confidence in IPM and non-chemical control of pests has increased.

So with rate of technology development slowed down, farmers losing confidence in existing pest control technologies, real farm incomes declining and climate change posing new challenges to cotton production, this is the time to get all stakeholders of cotton industry and trade together and rethink about the future of cotton production, potential of cleaner, better, and organic cotton production and trade. Stakeholders of cotton industry also need to assess how it can reduce its environmental footprints. Many harmful environmental and social practices related to cotton processing such as usage of hazardous chemicals, excess water, inefficient use of energy, low wages, risk at work, child labour and discrimination were commonly observed in developing countries, where most of the cotton processing takes place due to which export restriction are often imposed by global importers and retailers affecting rural livelihood of millions attached with cotton processing. Women as cotton pickers who are also involved actively in cotton production and processing are affected negatively. Therefore, the role of women in sustainable cotton production and supply becomes very crucial. Similarly retailers and importers of cotton products are also facing growing pressure from the consumers due to rising awareness about harmful social and environmental impacts of cotton production and processing affecting their businesses and trade.

Conference Objectives

During the recent past, the global cotton industry has been witnessing unpredictable trends due to huge price swings, volatile international currency markets, changing supply- demand scenario, ongoing technological innovations, government policy setbacks and trade directives. This has resulted in relationship dynamics between each section of the cotton-textile value chain reaching a critical level than ever before. After due deliberation on these trade dynamics and relationship scenario, the subject conference was planned to debate on these issues and attempt to collectively deliberate on the possible resolutions.

Lok Sanjh Foundation (LSF) and Rural Business Development Centre (RBDC) organized an International Cotton Conference " From Farm to Fashion" in Izmir, Turkey from 3-5 August 2015. The conference was supported financially mainly by Oxfam Novib, Pakistan and many other institutions. They included among others: Oxfam Novib, SESRIC-Turkey, Better Cotton Initiative (BCI), Nazilli Cotton Research Institute-Turkey, Coventry University- UK , Textile Exchange-UK and KatoRani, Pakistan.

Main objective of the conference was to bring participants from cotton producing countries, academics and business people in processing and trading together to highlight the innovation in cotton production, challenges of climate change, investment opportunities in cotton industry and business and new styles and trends that would shape the future of cotton industry.

Other aspects included;

- To understand political risk, resilience and hedging strategies for sustainable cotton.
- To discover how effective partnerships work, and the nuts and bolts of better sourcing success.
- To learn from leadership companies who have paved the way on more sustainable cotton sourcing

Conference Theme

"From Farm 2 Fashion"

(Innovate, Adapt and Change)

This was set as the conference theme because the RBDC has developed the program, **"Kato Rani"(All Women Cotton Value Chain)** in accordance with the industrial value chain development approach, that is based on the idea that many actors connected along a chain produce and bring goods to end consumers through a complex and sequenced set of activities through which value is added at every step. Industrial value chain analysis focuses on the flows of materials, finance, knowledge and information between stakeholders to identify gaps and challenges that need to be addressed to improve the competitiveness of goods and services offered through that value chain.

The purpose of RBDC for these interventions is to increase the efficiency of transactions within the value chain to ensure that the beneficiaries of the interventions, particularly small scale resource poor women farmers and entrepreneurs, who derive maximum benefit from participation in the value chain and that their development objectives are met with due consideration to economic, social and environmental sustainability.

Pre- Conference Preparations

Meetings and forums were organised in Africa, Europe, Central Asia and South Asia to discuss and develop conference agenda collectively with co-host organisations and individuals. That also helped identify key participants from these regions.
Before the conference, senior staff of Lok Sanjh visited Turkey to make final arrangements and to engage institutions and individuals needed to make the event a success.

- To finalize the agreement for the conference venue, arrangements for logistics, food, accommodation and reception for the participants.
- Meeting with SESRIC to finalize their support and participation.
- Collaboration with Nazilli Cotton Research Institute to finalize the field trip and related support.
- To visit FAO-Turkey, UNDP and other departments to confirm participation.
- To arrange local media persons and finalize TORs with the local event manager.
- To finalize the physical arrangements of conference including stall exhibit area, translator, sound system, badges, banners and stage.
- Preparing for working sessions.
- To arrange for pre conference field trip to historical places of Turkey.

Participants

In this conference around 100 persons (males and females) from various countries representing government, academia, farmers, policy makers, NGOs, Research institutes and private sector Ginners, international garment and trading companies including major consuming countries participated. The major countries of South Asia, Central Asia, Africa and Europe represented in the conference. Specifically they included: Pakistan, Bangladesh, Turkey, Kyrgyzstan, Tajikistan, Uzbekistan, Bosnia, Tanzania, Uganda, Sudan, Switzerland/USA, Germany, UK, Denmark.

1. Thematic Sessions of Conference

The major themes of the conference were following:

- Cotton Supply Side: Cotton Production Technologies and Sustainability Issues
- Cotton Supply Chain and Trade
- Demand Side: Trends in Fashion and demand for cotton, competition with synthetics

On the basis of above mentioned themes seven different sessions were held in two-day conference. In addition, a field visit to Nazilli Cotton Research Institute was also arranged for the participants. Following is the detail:

Presentations

In two days' conference, a total of 28 presentations were made in various sessions. During first day different sessions covered areas related to supply side of cotton focusing on productivity and sustainability issues, conventional as well as organic cotton production technologies and challenges including how better/clean cotton production can be increased against rising demand in the global market. While on the demand side papers presented covered themes, such as, development of sustainable cotton technologies for cotton value chain, ginning process for improved lint and yarn quality, demand, production and market challenges for organic cotton in Turkey and central Asian republic of Kyrgyzstan. In addition, two important presentations were on private sector engagement by Oxfam Novib, Pakistan and opportunities from farm to fashion in Turkey.

The Inaugural Session

The inaugural session started with welcome remarks by Dr. Farzana Shahid, Executive Director, Lok Saanjh, the host of the event.

Dr. Farzana Shahid, while welcoming the participants said: “This conference provides an opportunity to stakeholders in the value chain to come together, discuss and understand the ever changing trade scenario. Cotton is Pakistan's main industrial crop grown on 15 percent of country's arable land by 1.6 million farmers, most of whom are smallholders, owning less than 1.5 hectares of land. This sector is the biggest source of employment in Pakistan. I hope that discussions and deliberations will open up new avenues for cooperation between different stakeholders and the conference will serve as an ideal platform for shaping the intellectual capital for the growth of the cotton value chain.”
Professor Hazel Barrett of Coventry University expressed her delight to be at the conference and said that “the Centre for Communities and Social Justice at the Coventry University is a new research centre at the university that brings together social scientists from all disciplines of social science. Our mission is to carry out research on issues of our time and none can be more important than hundreds of millions of farmers engaged in cotton value chain. We research with communities and not on communities as our ethos are participatory to create the impact. Cotton farmers are connected to the global value chain but very few of them have benefitted from that chain. It is time that we put social justice into that value chain. We must put social justice on the agenda and make it equal to economics when we are talking about cotton production and trade. As sustainable goals are about to be announced, let's use this conference to raise voice about the issues of social justice in the cotton value chain.”

Mr. Mehmat Fatih Serenli, Director of Training and Technical Cooperation Department of SESRIC said, “Cotton is the world's most important natural fibre that is known as the white gold. OIC member countries including Pakistan, Uzbekistan, Turkey and Turkmenistan are amongst the leading producers of cotton in the world. Cotton is considered one of the strategic cash crop within the OIC countries and in many countries growth of the economies relies exclusively on the cotton crop. There is a lot of scope for cooperation amongst the member countries on research and development. Cotton production in the member countries is dominated by small scale farmers. In order to deal with the current problems, we need to develop sustainable strategies and techniques to enhance productivity and capacities of cotton institutions in the member countries. Development in the field of processing, marketing and trade is a requirement to achieve sustainable growth in the area of cotton production. The private sector must come forward to accept its share of contribution to the national economies. Agriculture was defined as one of the areas of cooperation in the strategy for the economic and commercial cooperation amongst the OIC countries. Within this framework an OIC cotton initiative was developed and accordingly OIC five year Cotton Action Plan 2005-2011 was prepared and endorsed by OIC. The action plan has been extended for another five years. Within this context, 27 different projects were developed by the member states. Four of them have already been implemented while three are being implemented. OIC has also started a cotton training programme within the framework of OIC capacity building programme.”

Mr. Arie Schuurmans, Associate Country Director of Oxfam Novib in Pakistan thanked Lok Saanjh for organizing the conference. Introducing his organization he said, "Oxfam Novib is one of 17 affiliates of Oxfam in the world while the organization has presence in 94 countries globally. Oxfam Novib is supporting the conference from the producers' perspective, for example women pickers. We are supporting these producers through our local partners in Pakistan and other countries. Our aim is to strengthen the capacity of the cotton farmers to take care of women who are picking as well as the whole process on sustainability.
Sustainability is not only linked to economic affairs but also to empowerment and social justice."

Dr. Shahid Zia, Managing Director, Rural Business Development Centre (RBDC) presented some questions to the stakeholders, experts and participants of the conference. Our learning, he said, from our work and interaction with small farmers and the questions these farmers quite often raise have led us to take this initiative of organizing this conference and bringing leading experts from Africa, Asia and Europe together. It is time to sit together and attempt to find answers to the questions that farmers, the most important players within cotton value chain, and other stakeholders raise.

Question 1. Since global cotton production has almost been stagnant for years, we need to ask ourselves:

a. Do we need to produce more? If yes, how can we produce more? By increasing area under cotton or improving productivity? If we bring more area under cotton, that will reduce area under crops like wheat, a very important food crop. On the other hand, to improve productivity, investments in research and technologies will have tobe increased. However, the reality is that investments in agriculture research at national and global level have declined over time. Thus, tbe process and rate of technology development has also slowed down. In the recent past, no new technology in cotton production systems was introduced. Bt cotton was probably the only major breakthrough in production technology that claimed that would help reduce pesticide use and thus reduce cost of production. However, the evidence from the field is mixed and the success of that technology is debatable. Except for India where production increased but Bt cotton faces many challenges there also, production has declined in all other major cotton producing countries.

b. It has also frequently been argued that As most of the farmers, particularly small farmers produce substantially less than the potential yield of cotton, investments in smallholder agriculture to build their capacity to improve farm level cotton yields will help improve national and thus globakl supplies. Should we invest more in new technologies or invest more in smallholder cotton producers or both?

Question 2. Declining cotton prices and rising cost of production together result in declining real incomes of cotton farmers. Then the question is:

a. With declining prices, what is the incentive for the farmers to allocate more area to produce more cotton?

b. With rising costs and declining returns on new investments, how we can expect farmers to increase fertiliser use, adopt and invest more in new farm technologies?

c. How can cotton value chain support farmers, the most important stakeholder in the chain? With declining prices and increasing cost of production, every year we see our farmers demanding better market environment, organizing protests to be able to sell their cotton and even burning their cotton on roads when they are unable to get reasonable prices.

Question 3. Since demand for cotton is less than the supply and is almost stagnant, we need to ask:

a. How can we enhance cotton consumption? As world population is increasing, even if the per capita use of cotton remains the same, the demand for cotton should increase. However, consumption remains stagnant.

b. With synthetics having lower price than cotton, how can we expect an increase in/shift to demand for cotton?

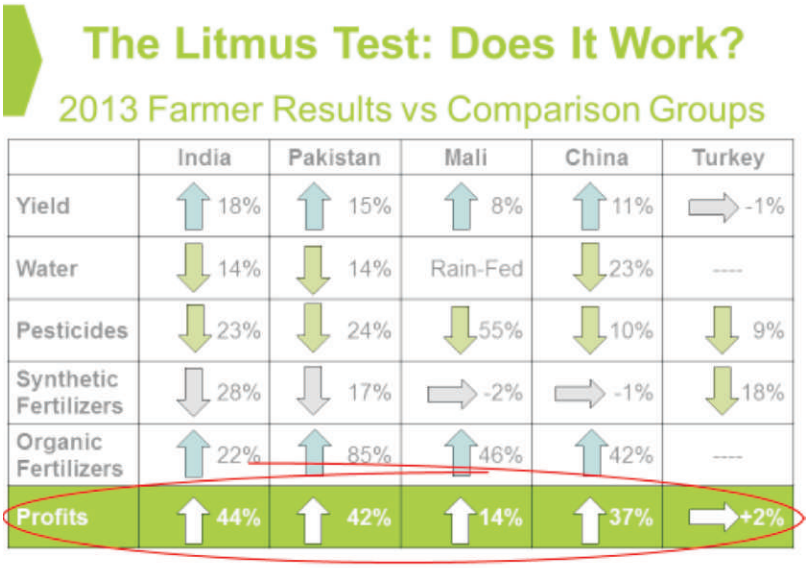
We must ponder on the future of cotton farmers and thus future of cotton sector:

- Rate of technology development has slowed down;
- Real incomes of cotton farmers are declining;
- Both supply of and demand for cotton are stagnant and the demand is less than the supply;
- Climate change is posing new challenges to cotton production;
- Women are alienated from cotton economy;
- Cotton value chains do not help generate rural jobs and there is a declining investment in smallholder agriculture;
- Farmers are losing hope and if they would start replacing cotton with other competing crops what would be the future of cotton industry?

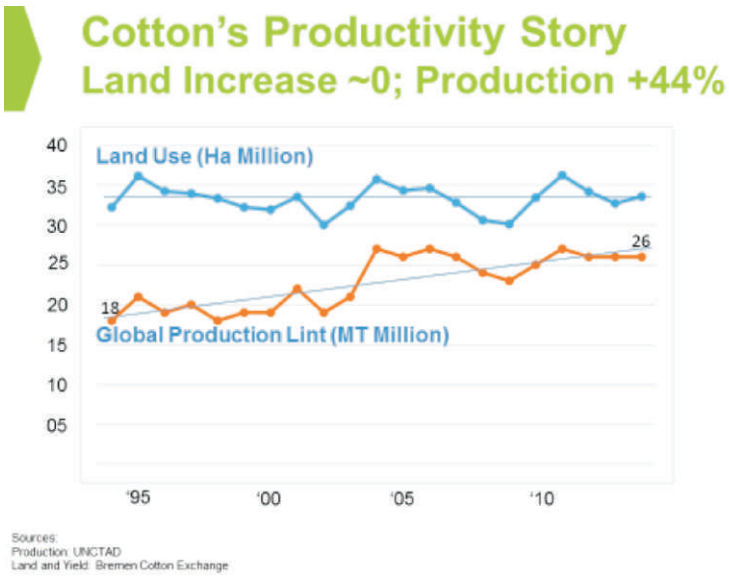
Key Note Address by Patrick Laine, CEO, Better Cotton Initiative

Better Cotton Initiative is a multi-stakeholder initiative designed to reduce the environmental and negative social impacts associated with production of cotton. What is unique to BCI, compared to many other commodity initiatives, is that it is not a certification standard. It is something more powerful; it is a continuous improvement program. We carry out the third party auditing and all the controls; we verify that the farmers are respecting the relevant ILO conventions and they are not using the banned illegal pesticides. Then we do the continuous improvement program that's documented and very closely followed. We monitor it; we audit it to ensure that they are improving in the areas that are relevant to them in water, pesticides, fertilizer and soil health etc.

We are growing very rapidly. Our first harvest was in 2010. We have 1.6 million farmers this year. So it is starting to matter to a lot of people and it is important to get scale and impact. This year 2.8 million tons will be licensed as Better Cotton which is about eleven percent of global cotton market.
Is it making a difference? Certainly all the indicators are directing in the right direction. For example, Indian farmers using the Better Cotton methodology achieve 18 percent higher yield with much less inputs than those not using the methodology and they earn a lot more money. BCI is working in 20 countries.



The first challenge I want to discuss is based on a very good trend over the last 20 years. A 44% increase in volume of cotton produced with zero increase in land use. Since 1950, there has been no increase in land to farm cotton but tremendous increase in the amount of cotton produced. This productivity improvement is important for food security because with a global population relentlessly increasing, we must use our available arable land very wisely. Ever continuing productivity improvement is essential.



While the cotton industry has had a wonderful productivity improvement over the last 20 years, the improvement has not been the same everywhere. The difference from the country of highest yield to lowest yield is staggering: a 10 to 1 ratio. This is quite interesting --- and surprisingly – this 10:1 ratio is not uncommon in agriculture. Rice and Corn have almost exactly the same ratio between highest yielding countries and lowest yielding countries.

What causes this difference in yield? I know what you are thinking-- irrigation. That certainly is an important factor --- but look at Australia. Rain fed farms in Australia still have 1250 Kg/Ha. Thus there are many other improvements in practices that can generate very substantial increases in yield. This is a good news; it says we can still see a dramatic increase in cotton yield and production without having to expand land use.

With climate change --- this is going to become more critical than ever. When students study sustainability, they learn of something called the Jevons Paradox. When the steam engine was invented, people in London were delighted, because they believed the use of polluting coal would decrease. Professor Jevons noted that just the opposite happened. People used more coal than ever, because the use of efficient steam engines increased. Similarly, you would think that teaching farmers efficient methods at farm level to increase productivity would result in use of less water.

We must manage water differently. Yes – efficiency at farm level is important, but we must also manage water strategically at catchment level. That's what we are doing at BCI. So, what does this mean practically? We start with teaching efficient water practices on the farm…… but we migrate toward Water Stewardship. What is that? It takes many forms, but you meet with all users in the water catchment; farmers, industry, towns, regional government, energy suppliers, etc. We map the uses (demand needs) of all of the various stakeholders. Then we try to work out how to optimise that on the catchment level. But – in many areas of the world we operate in, smallholder farmers earn between $1 and $3 per day. We have increased their income and thus eased their lifestyle a bit, but we can't really say we have lifted them out of poverty. To do that, we need to think differently. Everywhere in the world, small farmers work on less than two hectares. This size is due to the fact that a small farmer with a hoe can farm a piece of land of that size. We need to think about poverty alleviation and not just improving wellbeing a little bit. One more note on poverty alleviation: Governments around the world are now negotiating the successor to the MDGs --- the SDGs. Let's make sure that cotton's voice is heard. Everyone knows about the difficult conditions of 'cut and sew' operations, especially after the tragedies of Karachi and Rana Plaza……. But let's ensure decision makers know where the huge gains are to be made.

Every time a cotton industry leader makes a speech now, we hear, 'The enemy is polyester'. Cotton has gone from well over 50% market share to less than 30% market share – with synthetics (polyester) growing dramatically. Hence, “Polyester is the enemy” is the industry refrain. But is it that simple? Is that a constructive way to view the challenge ahead?
Let's look at the price of cotton vs polyester. We are currently running at a 10% or so price premium to MMF. (There is an interesting footnote to this; I read a paper last year that suggested that the reason polyester is so cheap now is because of GM cotton seeds. Yes. The polyester industry was so worried that GM seeds would dramatically increase the yield, and reduce the cost of cotton, that they would be priced out of the industry.

Thus, the polyester processors invested massively in production capacity, which pre-emptively drove the price of MMF way down. Interesting. But back to my point --- is the premium price of the cost of cotton responsible for that? We should learn from polyester people and innovate with them.

It is critical to look at climate change. Maximum ideal temperature for cotton is 32 degrees while in Pakistan that's a cool day. If it goes above that maximum the flower falls off. And also the ball of cotton gets smaller and lighter. The cotton ball in Pakistan is fifty percent of weight of a cotton ball in Turkey or Australia. We need our scientists to come up with new varieties to help up sort this out.

The water scarcity is another issue because need is going to increase and the availability is going to reduce. Pakistan is probably going to be the most severely hit in terms of cotton because there can be less glacial melt feeding into the Indus river, less rain, increased salinization, over-withdrawal from aquifers and high temperatures causing lower yields.

What's the solution to that? The solution is adaptation, which is the most important message that I want to give to all BCI implementing partners. You have to integrate adaptation techniques.
I started my professional life as a fighter pilot where the golden rule was never to run out of airspeed, altitude or ideas all at the same time. And just so that you never run out of ideas in the field of cotton, let me leave you with one: the Better Cotton Initiative ---- an idea whose time has come.

SESSION 1: Supply Side: The Productivity and Sustainability Issues

Md. Farid Uddin PhD, Executive Director Cotton Development Board, Bangladesh, started off by presenting basic facts about agriculture in Bangladesh. He said that Bangladesh ranks 4th in rice production, 3rd in vegetable and 4th in fish production in the world and it is self-sufficient in food production. Elaborating the current cotton scenario in the country, he said that Bangladesh was 2nd largest apparel producer, cotton fibre consumer and raw cotton importer in the world. It imports fibre from India, Uzbekistan, USA and some African countries. The business in textiles amounted to 30.50 billion US dollar in 2014 while the national Vision 2020-2021 has a target to enhance this business to 50 billion dollar.

about cotton production and trade. As sustainable goals are about to be announced, let's use this conference to raise voice about the issues of social justice in the cotton value chain."

Many developments have taken place recently in the cotton sector. Bangladesh has set up new Laboratory facilities, cotton areas have been expanded and work has been done on saline, drought and agroforestry system. Bangladesh is receiving research support from NATP (The National Agricultural Technology Project for Bangladesh) and KGF-WB and GoB funded new projects. Similarly, an oil refinery has been set up by the private sector and hybrid seed has increased production from 1580 per hectare to 1810 kilograms per hectare.

Mr Bülent Açıkgöz, Cluster Lead for Regional and Local Socio-economic Development Programme , United Nations Development Programme (UNDP), spoke on organic agriculture as a means for sustained regional competitiveness and development in light of the experience of Southeast Anatolia Region of Turkey.He said in 1985 GAP started with a focus on development of physical infrastructure and made investments in energy and irrigation sector. After a decade, social sectors SMEs and employment generation were added to the focus. By 2000, sectoral development (agriculture, tourism

and industry) were also put on the agenda.

Starting from 2005, organic agriculture, sustainable textile, renewable energy, energy efficiency, innovative industries, ecological tourism and clustering around local specialization are also focus areas for the project.

He said that GAP Action Plan (2008-2012) saw deployment of organic production and processing as means to foster economic development, competitiveness and employment opportunities in Southeast Anatolia Region. While Organic Agriculture Cluster Project (2000-2017) looks at deployment of organic production and processing as means to foster economic development, competitiveness and employment opportunities in Southeast Anatolia Region, GAP Organik (2009-2015) is a UNDP project that aims at supporting the development of South-eastern Anatolia Region in a sustainable and socially equal manner. The objective reflects the vision of the competitiveness agenda set forth for South-eastern Anatolia Project and is a reference to the projects and programs to be implemented.

He said that the lessons learned from the Southeast Anatolia Region include:

- Recognition of cotton as a strategic product
- Value chain development (links to regional, national and global chains);
- Demonstration and prototyping;
- Networking and intra-sectoral linkages;
- Legislative framework (hybrid approach: soft + financial supports);
- Institutionalization and unionization;
- Demand and supply matching;
- Long term government commitment and private sector ownership…

Mohamed O. A. Bushara PhD, Professor, Department of Agricultural economics, University of Gezira, Wadmedani, Sudan provided an assessment of the impact of new cotton production technologies in his country. He said that agriculture employs 50 -75% of the labour force in Africa while 70% of population depends on agriculture as sole source of income. Most African countries depend on agriculture for foreign currency earnings. Africa's crop production is the lowest in the world with 1.7 tons/ha compared to the global average of 4.0 tons/ha. Africa imports 25% of grain.

In general, the stakeholders recognize the need for Africa to: i) adopt insect tolerant and/or herbicide tolerant cotton in the production systems; ii) introduce standards to improve the quality of cotton produced in Africa; and iii) to establish an all inclusive cotton board which will be involved in the acquisition and use of biotech cotton technology and the application of standards and quality assurance in cotton production.

Genetically modified cotton was introduced in Sudan in 2013 in order to reduce the cost and side effects of pesticides and herbicides used and mainly for resistance of the American boll worm. Recently wide areas of the same GM variety has been cultivated for commercial use.
Cotton production and its cultivation has deteriorated in Sudan and farmers have been reluctant to grow cotton. The most prominent obstacles was the increase in the cost of production compared with the cost of other crops.

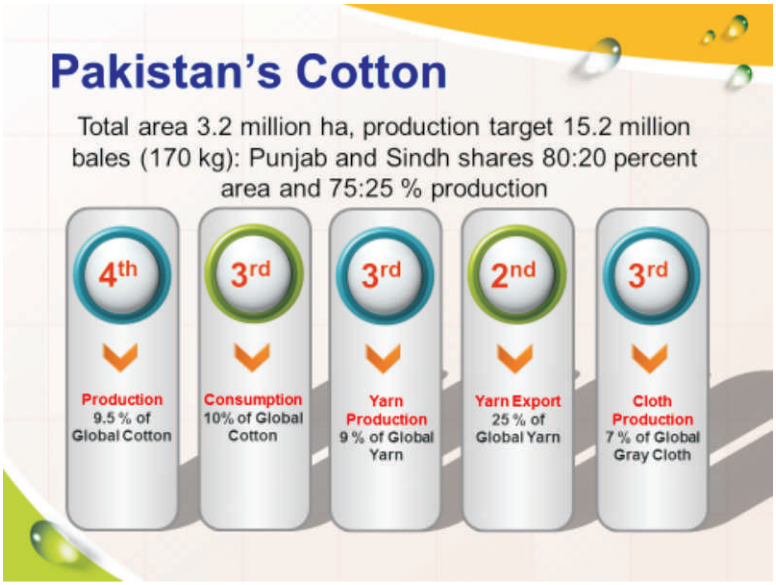
The introduction of genetically modified Cotton named Chinese Class 1 (Cry A) has been cultivated for commercial uses. Although there is relative increase in the yield, farmers have faced problems in marketing of the BT cotton in the international market.

Sudan was once one of the largest cotton exporters in the world and had the highest area of cotton production in Africa. It enjoys proximity to foreign market and high agro-climatic potential. However, farmers make low profits and have incurred huge cotton debts. There is also poor productivity in the cotton area in the country compared to the more advanced cotton growing countries. However, there are some opportunities including increase in productivity through BT cotton, expansion of world textile market, and scope for joint-ventures with international companies.

Mr. Mehmet Coban, Researcher. Cotton Research Station Breeding and Genetics, Turkey, briefed participants on the role of the Nazilli Cotton Research institute. He said Cotton Research Institute has carried out research activities to improve yield and quality of cotton in Turkey since 1934. Its tasks include conserving genetic stock, developing source materials, evaluating and developing quality of cotton farms, training on socio-economic issues and working in collaboration with other research institutes for production of relevant varieties of seeds (wheat, maize, sunflower etc.).

Nazilli Cotton Research Institute has been selected as one of the Centres of Excellences by the Organization of Islamic Cooperation since 2007. Cotton Research Institute has 37 registered cotton varieties to its credit and has worked to produce improved cotton varieties with high-yield potential and tolerance against drought, water deficit, salinity etc. since 1934. Cotton Research Institute has released two new varieties this year. These varieties will have a positive impact on cotton production in Turkey.

Dr. Khalid Abdullah, Cotton Commissioner and Vice president Pakistan Central Cotton Committee, started his presentation with facts about cotton in Pakistan. He said Pakistan through cotton earns a foreign exchange of $ 14 billion, which is 60% of total export earnings. Its contribution to GDP is 1.5 % and it employs more than 40% of workforce. Cotton is also a source of 60-70% edible oil in the country. Total area under cotton is 3.2 million hectares while production target is 15.2 million bales (170 kg). Punjab province produces 80 percent cotton while 20 percent is produced in the Sindh province.



The textiles sector in the country represents a complete value chain. While farmers produce 12-15 million bales of cotton, textile industry has a capacity of 500,000 tons. Industry also produces 650,000 tons of manmade fibres including polyester fibre.

A cotton shirt is made from cotton fabric, which is made from combed or carded cotton, which is derived from cotton lint, which comes from seed cotton, which is harvested from the cotton field. Indeed, before the final cotton textile reaches to the hands of a consumer it passes through a number of intermediate processes and products. First the seed cotton is processed into lint (we get only 350 kg of lint out of 1000 kg of seed cotton), then after carding, spinning and weaving we get grey fabric (1000 kg of lint produces only 900 kg of grey fabric), then it goes to the wet processing (bleaching and dying) and finishes as final printed cotton textile. It requires about 30 m3 water per ton for bleaching, 140 m3 per ton for dying and 190 m3 per ton for printing.

It takes 2700 litres of water for 1 cotton shirt to be produced. In order to get 1 kg of final cotton textile, one requires 11,000 litres of water (as a global average). Thus, when we have a shirt with a weight of 250 gram, this shirt costs 2700 litres. Of this total water volume, 45% is irrigation water consumed (evaporated) by the cotton plant; 41% is rainwater evaporated from the cotton field during the growing period; and 14% is water required to dilute the wastewater flows that result from the use of fertilisers in the field and the use of chemicals in the textile industry. Globally, the annual cotton production evaporates 210 billion cubic meters of water and pollutes 50 billion cubic meters of water. This is 3.5 % of the global water use for crop production.

In 2012, Pakistan invested just 0.18 percent of its agricultural output in agricultural R&D, one of the lowest shares in the developing world. It is important to note that this figure includes spending on salaries, operating and program costs, and capital investments. Over time, agricultural R&D investments have not been able to keep pace with increased agricultural output.

As a way forward, Dr. Abdullah suggested Precision Cotton Production, value added cotton production (Organic, BCI, Color etc), genetic improvement in quality traits, modification/improvement in ginning process and improved out-reach services.

SESSION 2: More and Better

Dr. Shafiq Ahmad, BCI Pakistan, discussed the role of his organization in ensuring sustainable cotton production in Pakistan. He said globally cotton was a $60 billion industry, supporting 250 million people's livelihood, out of whom 99% of global farmers are smallholders. Pakistan is the fourth global producer of cotton. There are over 1.5 million farmers of cotton while the textile industry generates 39% of employment.

The main challenges to cotton in Pakistan include poor water management, soil depletion, poor working conditions, poverty and incorrect use of pesticides. While 50% of applied pesticides are wasted, no less than 10,000 Pakistani farmers are poisoned annually.

Globally71% of withdrawals of freshwater is used in agriculture, ,while in Pakistan this use stands at 94% . Pakistan's per-capita water availability has gone down by 82% from 5,600m³ at the time of independence to 1,017m³ and the country is amongst the “Water Hotspots” of Asia-Pacific Region threatened with severe water scarcity.

BCI comes as a solution to these problems. It exists to make global cotton production better for the people who produce it, for the environment it grows in, and for the sector's future. BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity. BCI has 14 project areas in 19 Districts of the country.

Mwangulumba, E of Tanzania Cotton Board threw light on cotton supply chain and trade in his country. He said cotton was introduced in Tanzania during German colonial rule as a plantation crop but with little success. It expanded under British colonial government through small scale farmers. Completion of the central railway line, establishment of cotton research centres, a regulatory board and grouping farmers into cooperatives were the critical success factors.

After liberalization reforms in the mid-1990s, production reached a record of 376,500 Mt seed cotton. However, production widely fluctuates and the full potential of Tanzanian cotton remains largely untapped. The volatility and the unpredictability of international cotton prices and exchange rates increase the price risk for Tanzanian cotton stakeholders.

There are about ½ million smallholder producers in Tanzana with an average holding of less than one hectare. Cotton crop in the country is 100 percent rain fed. No chemical fertilizer is used while 3-4 sprays of pesticide are applied. There is no BT cotton and no herbicides. There are some 40 buyers/ginners in Tanzania, which is the highest number in Africa. There is a large ginning capacity that includes both roller and saw gins. With seven mills, Tanzania has the second largest cotton spinning industry in Sub Saharan Africa (SSA).

During 2013-14 season, Tanzania exported 23,768 tons of lint worth US$ 44,047,380 compared to 57,361 tons valued at US$ 92,349,592 exported in 2012-2013. Local consumption is limited due to low textile mill capacity. Currently, there are 21 working spinning and weaving mills in the country. During 2012/2013 season mills consumed a total of 60,678 tons of lint. The mills capacity is estimated at 200 million meters of woven fabrics. Domestic demand is estimated at 300 million meters of woven fabrics. Currently, mills employ about 20,000 people.

The country has taken different cotton development measures including enhancing the usage of inputs through introduction of contract farming; development and transfer to new cost effective production technologies through Farmer Field Schools, cinema shows and radio programs; release of new seed varieties with better Ginning Out Turn (GOT) and other quality parameters; undertaking campaigns to revamp productivity and re-opening of new areas for increased cotton production especially in the Eastern Cotton Growing Area; introduction of Conservation Agriculture.

Dr. Dil Baugh Muhammad, Principal Scientific Officer, Head, Agronomy, Central Cotton Research Institute, Multan, Pakistan, elaborated cotton and textile growth patterns in Pakistan. He said that constraints in cotton production include Cotton Leaf Curl Virus, extreme climate, poor soil health and pest complex. Factors affecting Cotton Leaf Curl Virus include management factors like selection of variety and sowing dates, weather including temperature and relative humidity and vectors like Whitefly (Bemisia tabaci and Bemisia argentifolic). Host plant for virus including weeds (seasonal or off-season) and orchards.
The cotton crop was severely hit by CLCuD in 1992. The disease severity remained at the same level till 1996 and was controlled with the release of CIM-1100 and CIM-448 (virus resistant varieties). The problem again peaked during 2001 with the appearance of Burewala complex strain of virus which broke the existing status of resistance. It also decreased the fibre length by 3.44%, fibre strength 10% and elongation percentage up to 10%.

There is a need for raising awareness on organic cotton farming and environmental impacts of pesticide use to increase the demand for organic cotton. Organic cotton production not only involves avoiding use of synthetic pesticides, fertilizers, growth regulators, hormones and defoliants, it also means a system of production and processing that seeks to maintain and replenish soil fertility and ecological environment of the crop. Major markets for organic cotton textiles are Europe (Germany, Switzerland, UK, and Sweden), the USA, and Japan. Organic cotton is currently being grown successfully in many countries. The largest producers are Turkey, India and China.Initially there was 60% reduction in yield

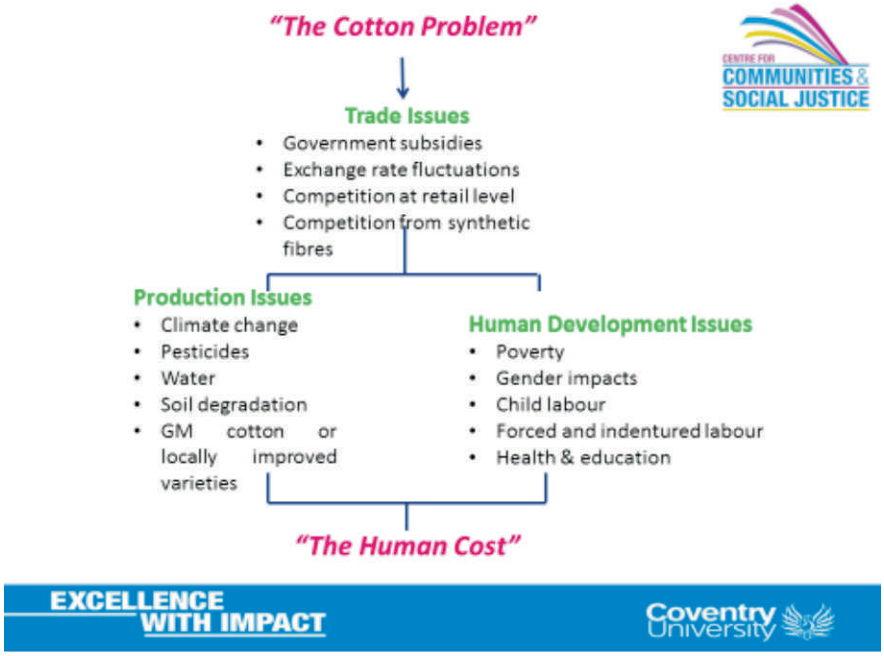
than non-organic cotton production system with 7-10% higher production costs.

Organic cotton must be certified by a designated certifying organization. The certifying organization/companies have established various standards that must be met by farmers. Transitional period spans over 2-3 years. During this period of cotton production is carried out without use of chemicals, but it is not certified as organic cotton but termed as transitional cotton.

There are many factors that go in favour of organic cotton. Demand for organic cotton is constantly rising, as buyers are looking for high quality cotton to meet environmental and social standards. The use of bio-control agents for pest management in organic farming cause no carcinogenic damage and fertility is maintained by using FYM, green manure, composts and organic fertilizers etc.
In order to promote organic cotton in Pakistan, we need to ensure proper marketing and incentive provision. At the moment, concerted efforts are lacking in areas of research, extension, and trade. Campaigns and trainings of agricultural extension experts for dissemination of organic cotton production technology and fertility management of soil are also important.

SESSION 3: The Organic Challenge

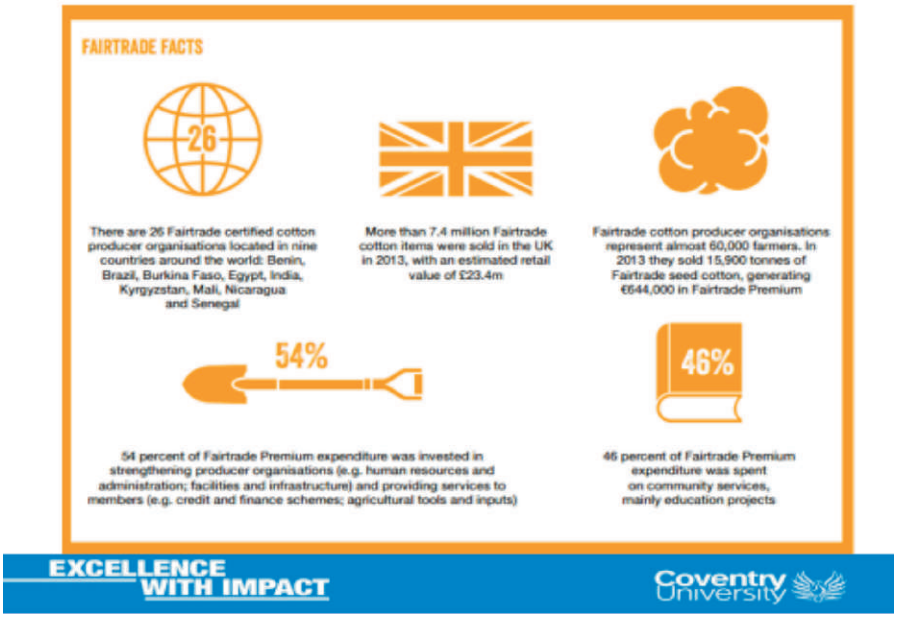
Dr. Hazel Barrett, Associate Dean, Faculty of Business Environment and Society /Executive Director, Centre for Communities and Social Justice, Coventry University, UK, spoke about the human cost of the "Cotton Problem". She said cotton involves millions of communities, many in developing countries, who have been promised that cotton is white gold that will make them wealthy. However, cotton prices have declined playing havoc with the lives of these communities. The main reasons for the decline in prices include: trade distorting subsidies paid to cotton farmers in China and USA; technology driven productivity gains boosting supply of synthetic fibres; increased competition at retail level driving cost-cutting measures throughout cotton value chains; currency fluctuations especially when pegged to the Euro as cotton is traded in US dollar.



The World Bank has come up with some solutions that suggest: a. Rich cotton producing countries should stop supporting their cotton sectors; b. Many cotton producing developing countries need to complete their unfinished reform agenda; c. Cotton promotion is needed to reverse or at least arrest cotton's decline as a share of total fibre consumption; d. New technologies, especially Genetically Modified seed varieties should be embraced by developing countries.

'Better Cotton means producing cotton in a way that cares for the environment through processes that minimise the negative impact of fertilisers and pesticides and cares for water, soil health and natural habitats. 'Fairtrade supports farmers with fairer, more stable prices and additional income to invest in infrastructure, training, farm equipment and business improvements as well as programmes such as healthcare, clean water and education that contribute to flourishing communities.' Fairtrade Minimum Price protects farmers from volatile market prices. Fairtrade Premiums support farmers in strategic investment (fertilisers, pesticides, fuel, yield and quality). Fairtrade Premiums also help community investment in essential infrastructure (healthcare, education, clean energy), it facilitates access to export markets; supports strong, entrepreneurial and representative farmer organizations; facilitates access to training and capacity building and environmentally friendly and long-term sustainable practices.

Fairtrade Facts, 2013



'Cotton farmers are at the end of a long and complex supply chain in which they are virtually invisible and wield little power or influence'. While value of global cotton at the farm gate is S$61bn, its value to textile trade is US$294bn and to clothing trade it rises US$412bn. If we want sustainable development for cotton producers in developing countries then we have to consider ecological sustainability, social justice and economic prosperity. The 'Cotton Problem' is a 'human problem' and an issue of Social Justice. The 'Cotton Problem' is more than just a trade issue and in order to resolve it, we need to look at reforming the whole value chain, move from maximum production model to an efficient sustainable production model and the cotton producing communities must be placed at the heart of this reform to ensure that social justice is ensured.

Dr. Waqar, soil expert at Food and Agriculture Organization (FAO), Pakistan, briefed audience on 4R Nutrient Stewardship and Sustainable Cotton Production. He described an FAO project titled “Baseline Input Atlas and Promotion of Soil Fertility with Private Sector” that aims at increasing capacity of the government of Pakistan and the private sector to promote a sustainable agricultural intensification. More precisely, the project is striving to strengthen the capacity building of Pakistan Agricultural Research Council (PARC) to publish visual district-level fertilizer use and soil fertility data in order to promote sustainable intensification of soil management practices including balanced inputs and “4Rs” (Right fertilizer at the Right rate at the Right time in the Right place) promoted together with private sector actors. The project has published an atlas on district-level fertilizer use and soil fertility status. The baseline atlas of current soil fertility practices, disaggregated by farm size and cropping systems, is meant to help understand soil fertility management changes required for sustainable agricultural intensification. The purpose of 4R Nutrient Stewardship is to increase production, farmer profitability, enhanced environment protection and improved sustainability.

SESSION 4: The Demand Side Cotton Value Chains and Future Trends

Dr. Muhammad Mohsin, Head of Department of Textile Engineering, University of Engineering and Technology Lahore, Faisalabad Campus, shed light on how to promote cotton and its products. He said cotton is in competition with synthetic fibres especially polyester. Polyester wrinkle less, is less fire retardant, and has better oil and water repellence than cotton. However, cotton is natural, 100% biodegradable; less energy is used to apply finish and dye; can be dyed with natural dyes and is much more soft and comfortable than polyester and most of the synthetics. However, various toxic and cheap chemicals are used on cotton products for wrinkle resistance, fire retardancy, oil and water retardancy and dyeing (carcinogenic synthetic dyes) and these practices are damaging cotton end product market. However, serious efforts are going on to use eco-friendly chemicals for eco-friendly natural fibre (Cotton). Cotton is still “king” of all apparel fibres because of its numerous end-use performance advantages. However wrinkling especially after washing is the major drawback of cotton fabric.

Ironing requires time and hard work. It wastes money and sometimes damages clothes. Formaldehyde is easily the least expensive and most effective cross-linking agent of cotton. However formaldehyde irritates eyes and the respiratory tract and has the ability to trigger skin allergies in susceptible individuals. It can also lead to headaches and difficulties in breathing, but most problematical of all, it is human carcinogen. WHO and International Agency for Research on Cancer (IARC) has classified formaldehyde as a known human carcinogen (Class 1A). Already, a range of countries have banned and others have put strict limits upon the amount of formaldehyde in the workplace. Therefore, currently only those cross-linkers that contain either very low formaldehyde content or are completely formaldehyde free can be utilized.

Organic materials like cotton catch fire easily and consequently cellulosic based fabric like cotton exhibits poor fire retardancy. According to fire hazards statics in United State, Europe, Russia and China, every year more than 12 million fire incidents happen; 300,000 people are killed and several hundreds of thousands are injured. The property loss is about $500 million. In Europe 5000 and United state 4000

people are killed every year by fire. (Unfortunately no recorded data of fire loss and damage can be found in most of the Asian countries including Pakistan). It is the basic driving force for researchers to develop fire resistant materials. Flame retardancy can be achieved by chemical modification of the cotton fibre leading to retardation of the combustion processes.

Increasing awareness of the environmental and health hazards associated with the synthesis, processing, and use of synthetic dyes has created a worldwide interest in textiles dyed with natural dyes. During the last decade, the use of natural dyes gained momentum. Natural dyes are mostly eco-friendly, biodegradable, and nontoxic compared to synthetic dyes. The best way to promote cotton products is to promote eco-friendly finishing (value addition) of cotton so that it can compete with synthetic.

Dr. Asad Farooq, Chairman, Department of Fibre Technology, University of Agriculture, Faisalabad, said naturally coloured cotton has many advantages. It does not have to be dyed during fabric manufacturing process. Naturally coloured cottons do not fade in laundering. Rather, the colour becomes stronger and more intense because during laundering as the molecules reorient to become smoother, causing the colour to appear brighter and more intense. However, naturally coloured cottons have shade limitations. Research work is being carried out at the University of Faisalabad to increase the optical brightness of the naturally coloured cotton.
Natural dyes are colorants extracted from natural sources such as roots, stems leaves, fruits, seeds, various part of fruit, dried bodies of certain insects and minerals. They are eco-friendly, less allergic, nontoxic, non-carcinogenic; they are biodegradable, cost effective and free of Azocompound.
Speaking on the ginning process, he said that the fibre quality deterioration at the ginning stage badly effects the quality of the fabrics and apparels. Quality of cotton fibres in the bale depends on many factors including variety, weather conditions, cultural practices, harvesting and storage practices, moisture content, trash content, and ginning processes. There are approx. 1200 ginning factories in the country. The ginning principle in these factories is saw ginning and the ginning machinery is mostly manufactured locally. The machinery as well as the ginning operations are not optimized, thus cotton fibre quality deterioration takes place at the very first mechanical processing step. In Pakistan, the ginning process has been production oriented rather than fibre quality oriented.
Ahmet Tokdemir, Coordinator Gap Regional Development Administration briefed the audience on the GAP project. He said that GAP is an acronym in Turkish for South-eastern Anatolia Project. The project area with 9 provinces covers roughly 10 % of the total area of the country and has 10 % of its population. The region neighbours Syria and Iraq to the south, and includes the upper basins of the rivers Euphrates and Tigris situated on upper Mesopotamia, called the Fertile Crescent. From time to time, project focus has been changing from the physical infrastructure development to some niche and competitive sectors, mainly sectors of organic agriculture, sustainable textiles, renewable energy and many others. The main focus of development agenda of the region is to focus on local specialization in the region that will bring value to what is produced in the region and what can be sold outside the region.

Although GAP covers 10 % of the land of the country, it has 20 % of economically irrigable land and 28 percent of the water resources of the country. GAP is a multi-sectoral sustainable/ human development project, with series of priority sectors including agriculture, industry, transportation/communication, urban/rural infrastructure, health, education, tourism, and culture.When GAP is completed it will produce irrigation revenue of $2.1 billion per year, energy revenue of $2.2 billion per year. It will provide employment to 3.8 million people and its contribution to the national economy will be $17.1

1 billion per year. The project is expected to increase the per capita income by 209 percent.

Turkey is one of the leading textile exporters in the world, exporting to most demanding markets such as USA and EU. Local manufacturers have flexible manufacturing systems that meet the needs of buyers in a timely manner. Quality of raw material is high, businessmen are accustomed to doing business with developed markets and skilled labour force exists. Cotton, the basic raw material of the textile and clothing industry, is abundantly available in the GAP Region.

Within the framework of the GAP Action Plan (2008 – 2012), Southeast Anatolian Project (GAP) Regional Development Administration (GAP RDA) has initiated the "GAP Organic Agriculture Cluster Project ". The project is being implemented by GAP RDA with UNDP's technical support and aims to increase the competitiveness of the GAP Region in international markets. The project focuses on organic agriculture and covers all the Southeast Anatolian provinces.
Hafeez Anwar, Chairman, Pakistan Cotton, Ginners Association, elaborated the role of his organization. He said the PGA was founded in in 1956 and it is based in Multan, a city in the Punjab province of Pakistan, while it has branch offices in Karachi, Multan and Bahawalpur. The PCGA extends membership to all cotton ginners and it is an official requirement for them to join the organization. If a ginner fails to join the PCGA or does not renew his membership, the Department of Agriculture can decline it the "Working License" .

The PCGA's executive committee conducts monthly meetings with ginners and the Ministry of Textile, the Federal Board of Revenue and the Ministry of National Food Security to solve any problem facing the ginners' community. PCGA takes care of cotton quality and taxation and keeps coordination with APTMA. PCGA also arranges seminars for ginners. All oil mills are linked with ginners through PCGA and oil cakes are supplied as animal feed through the PCGA. The ginning industry in Pakistan produced 200,000 bales of contamination free lint this year and played its part in exporting 15 Million Bales of cotton.

The PCGA works closely with civil society organizations. It has worked with Lok Sanjh for the last 2 years to raise awareness in women cotton producers in order to ensure production of better quality cotton and better working conditions. Worldwide Fund for Nature (WWF) is also supporting ginners through PCGA in an energy saving initiative while Better Cotton Initiative (BCI) is helping PCGA in production of better and contamination free cotton.

Imrana Farooqi, Manager, Private Sector Engagement, Oxfam Novib, Pakistan said that Oxfam is a world-wide development organization that mobilizes the power of people against poverty. "Around the globe, we work to find practical and innovative ways for people to lift themselves out of poverty and thrive. We are an international confederation of 17 affiliates, working together with local partners in 94 countries.

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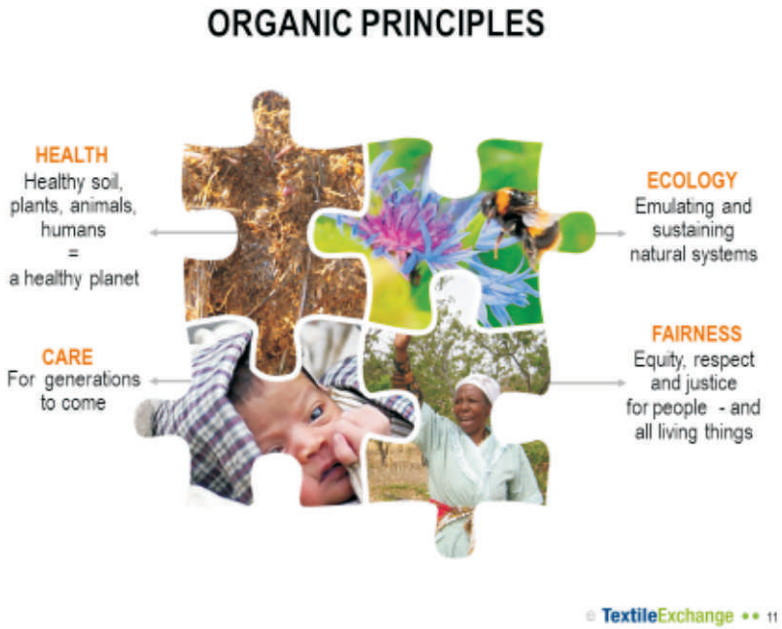
We share a common vision, common philosophies and, to a large extent, common work practices.
We are set apart by the strength of our commitment to build the capacity of our civil society organisation partners in developing countries –not only providing grants and loans, but working with them to help them become more effective, and connecting them to other organisations which can help them achieve their goals.

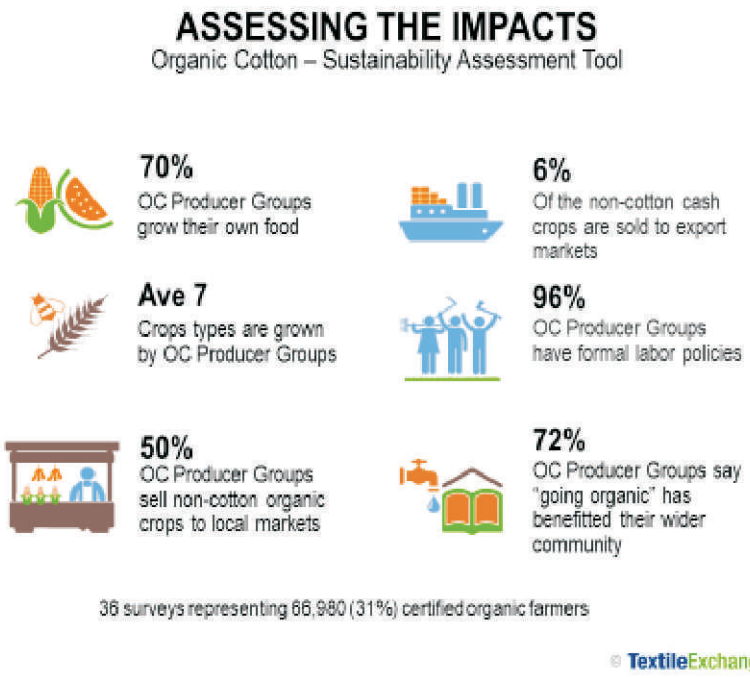
Together we are working to achieve our vision of 'a just world without poverty'; a society where everyone, particularly women, exercise their rights through effective citizenship and responsive governance. At Oxfam, we recognise the importance of engaging constructively with governments and the private sector. We acknowledge the role that the private sector plays in the development of a country, employment and income generation and ultimately poverty reduction. Our purpose for engaging with the Private sector is derived from Oxfam's vision of 'a fair future for all'
Our target group comprises the small holders, the tenants, the agricultural wageworkers and the resource poor households in general and women in particular.
She said that companies have both a business case and a development case to incorporate smallholders into their supply chain. As a business case, small holders ensure resilient and efficient supply at reduced cost and they can help in attracting and keeping new customers. There is a development case as well as linking small-scale producers with well-functioning local/global markets reduces poverty and hunger. It improves productivity/income, services, infrastructure and investment in women's economic empowerment.”

SESSION 5: Organic Cotton: Challenges and Opportunities

Ms. Liesel Truscott, Director of TE Europe and Farm Engagement, Textile Exchange, UK, spoke on "A Global Snapshot of the Organic Cotton Sector - Profile, Production, Markets, Challenges and Opportunities". She said organic cotton is the product of an organic agricultural system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions rather than the use of inputs with adverse effects. It combines tradition, innovation and science and promotes fair relationships and a good quality of life for all involved.



Organic cotton involves maintaining / enhancing biodiversity, using water resources sustainably, setting up buffer zones (to avoid contamination), organic seeds or planting material, crop rotation / intercropping to improve soil fertility and structure, manures and other biodegradable inputs. It does not involve active substances for pest / disease / growth management that are on a list referenced by a standard, destroying / reducing areas of high conservation importance, synthetic fertilizers (made by soluble chemical methods (e.g. superphosphate), synthetic (toxic and/or persistent) pesticides / defoliants, Genetically Modified Organisms (GMOs), synthetic coverings or mulches, sewerage sludge (on crops for human consumption), preparing land by burning vegetation. Similarly, *cotton that is grown in breach of the ILO cannot be certified as organic.*



Organic cotton facilitates intercropping (growing two or more crops in proximity) for food supply, soil and pest management as well as water conservation for crops and community. Growing additional crops provides food and financial security and preserves the traditional diet. Organic crops provide a healthy and safe working environment for farmers and their family. We must remember that training and knowledge transfer is an essential part of sustainable and continuous improvement.

Brands want to identify the primary "decision-drivers" for more sustainable cotton purchasing decisions. Key findings show that: a):Achieving comparable fibre quality (to conventional) is important. b): A strong preference to avoid use of GMOs. c): A strong preference to avoid use of agrichemicals. d): Water conservation should most certainly be practiced and communicated to the market. e): Any offering that supports biodiversity will be clearly favoured over one that does not. f): Reporting, such as 3rd party verification, is important. g): Chain of custody certification is the most important reporting area.
Demand for organic is growing and brands can tap into this demand. However there are some serious challenges and barriers to growth and they include: a): Barriers to growth for smallholder farmers; b):Insufficient incentive to go organic; c):Attraction of easier-entry standards; d):Difficulty to access

quality non-GMO seed and potential for product contamination; e): Market disconnect; f):Challenges For Manufacturers, Brands And Retailers; g): Supply chain complexity; h): Uncertainty of Integrity and i):Weak market.

In 2010, after many years of steady growth, production of organic cotton began to decline, yet demand for organic cotton fibre continued to grow. In response to the decline, Textile Exchange declared a Call to Action and initiated the Organic Cotton Round Table (OCRT).

Mr. Ismail Arapov, Project Coordinator, Bio Cotton Project, Kyrgyzstan said cotton production in his country has not made much progress because of a number of factors including lack of government policy for promotion of cotton production, insufficient marketing; shortage of agricultural machinery for soil preparation and cultivation; too small land holdings of cotton producers; lack of fertilizer production industries (neither mineral nor organic) within the country; lack of factories/units for production of pest and disease control means; lack of further processing of cotton within the country (other than ginning) including textile facilities; high cost of cotton production due to high prices of imported fertilizers, pest and disease control means and machinery; labour intensity and long vegetation period of the cotton crop; low income from cotton production compared to other crops; dwindling interest of farmers in cultivation of cotton due to low income and price fluctuation in world market; insufficient agricultural knowledge of farmers; soil degradation due to insufficient application of organic fertilizers and absence of crop rotation; environment pollution (flora and fauna) due to application of chemicals; high risks to health of humans and animals.

Bio Cotton Project was launched in Kyrgyzstan in 2003. There are many advantages for cotton farmers in Kyrghyzestan to go for bio-cotton: including maintenance of soil fertility; improved soil resistance against pests and diseases; natural balance of pests and useful insects; regular increase in the yield of agricultural crops; decrease in expenses on application of fertilizers/pesticides; growth of net profit for farmers thanks to increase in yield and decrease in expenses on chemicals fertilizers and pesticides; additional premium in sales prices (Organic and Fairtrade); healthy product for consumption and sale; improved public health. Bio cotton provides opportunity for long term cooperation between producers and buyers and it is a reliable source of production.

Plans for future include: increasing the number of farmers dealing with organic agriculture and the areas under cotton cultivation; increasing the volumes of production and marketing of organic and in-convention cotton; decreasing the expenses on purchase of fertilizers and chemicals as much as possible.

Mr. Atila Ertem, Textile Exchange Turkey said organic cotton production has been fluctuating over the past decade due to many reasons. The main factors affecting production in Turkey include subsidies by the government, global prices of cotton, profitability of alternative crops and labour supply.

The two main cotton producing regions of Turkey produce cotton of different qualities. Aegean cotton is generally superior in quality but most of the organic cotton production happens in the South East Anatolia Region. When we consider the current areas under conversion, we expect a major production increase in 2015 followed by double digit growth over the next two years. The increase will mainly come from the SEAR region.

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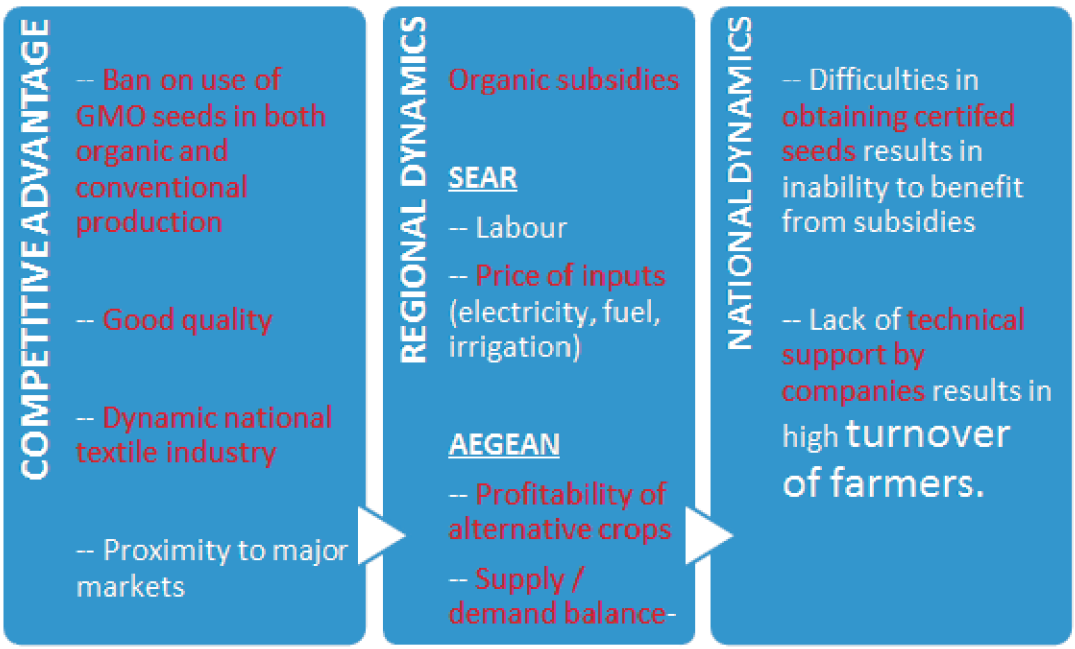
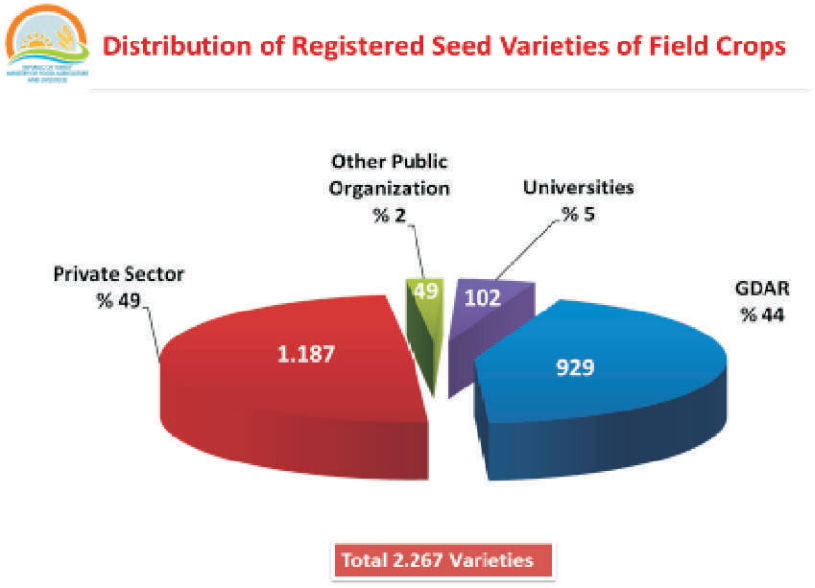


Ali Osman Sarı, Ph.D., Deputy Director General, Ministry of Food Agriculture and Livestock General Directorate of Agricultural Research and Policies, Republic of Turkey, introduced audience to agriculture system in Turkey. He said Turkish agricultural economy is a global actor. Turkey is the largest exporter in nuts, apricot and cherry, 2nd to 5th in melon, water melon, strawberry, fig, lentil, olive, apple, tomatoes, tea, pistachio, walnut, aubergine, sheep milk, sugar beet and honey.

The agriculture research in Turkey is led by General Directorate of Agricultural Research and Policies (GDAR), Ministry of Food Agriculture and Livestock. Other institutions involved in agricultural R&D include the Scientific and Technological Research Council of Turkey (TUBITAK), universities, private sectors, NGO's and private sectors.

The research areas include plant breeding and agronomy, plant health, livestock breeding and husbandry, animal health, aquaculture and fisheries, food and feed and agriculture economy. To increase yield and quality of plant and animal production, GDAR strives to develop new crop varieties, breeding stocks and technologies, methods and techniques for plant and animal health and food safety, conservation and sustainable use of natural resources, improvement of research capacity (physical and human resources) and increase the national and international effectiveness of institutes and their collaboration with stakeholders.



Turkey ranks 7th in cotton producing countries. In the last ten years, area under cotton has decreased from 546.880 to 468.143 while production has decreased slightly from 863.700 to 846 metric tonnes. Turkish exports during the same period increased from US$19 billion to US$27 billion. There are 140 cotton varieties in Turkey of which 63 have been registered by research institutes, while 73 have been registered by private sector and 4 by universities.

Dr. Shahid Zia explained the idea of Kato Rani, an all women cotton value chain in Pakistan. He said cotton is an important cash crop for Pakistan and the livelihood of the millions of farmers and of those employed along the entire cotton value chain is dependent on this single crop. Their entire lifestyle and socio-economic parameters are shaped by the performance of cotton sector – meaning, it is "the life line of rural as well as national economy".

RBDC is working in collaboration with Lok Sanjh Foundation (LSF), a non-profit organization experienced in implementing livelihood projects and value chains. KatoRani means "Spinning Princess" in local language and it is an "all women cotton value chain" that engages more than 1000 women farmers and entrepreneurs and is supported by Oxfam-Novib.

The major objective of KatoRani is to empower women through creating a value chain of 'cotton craft', engaging women farmers following clean cotton production principles to processing of products. It means they are involved in production, harvesting/picking, ginning, reviving traditional local hand spinning, weaving as well as designing and making various marketable cotton products. RBDC is providing them with technical support in product development, branding and creating market linkages at both national and international levels. The products launched by Kato Rani include table runner mat, bedcover set, kurta, shawl, stole, sofa cushion set, floor cushion and khais.

Currently in Toba Tek Singh (TTS), 100 females have been registered. A new session of three month course of better cotton, picking, spinning, ginning, weaving, sewing and product development is in process. The guide-lines and the course outline has been further streamlined to improve skills and experience sharing. The capacity and skill mapping will be high on the agenda of the Kato Rani project. RBDC carries out training on Better Cotton Principles, cotton picking, charkha (spinning wheel), handloom, sewing and product development. RBDC also holds meetings to engage the weavers' network named KatoNet in cities of Toba Tek Singh, Kamalia, Layyah and Islamabad.

KatoRani is making continuous efforts to increase the market visibility, reach and increasing awareness of the project. Marketing Department is in touch with numerous organizations for advertising, promotion and social media campaigns aimed at branding and increasing the customer base. The Kato Rani team is also active on the Facebook, the e-shop and the website for social media awareness and advertising.

Özlem Yildirancan of Cotton Research institute, Turkey, explained the efforts made by Turkey for promotion of organic cotton in the country. She said cotton is globally the most important fibre plant. Organic cultivation of cotton enables the farmers to cultivate environmentally-friendly cotton without health risks, and, at the same time, it reduces dependency on credits for seed, fertilizer, and plant protection inputs.

According to Textile Exchange, approximately 637,563 bales of organic cotton were produced on 783,094 acres around the globe in 2011-2012. The group reported a decrease in organic cotton production of 21% in 2013. India was the largest producer, followed by (in order of rank) China, Turkey, Tanzania, the United States, Burkina Faso, Egypt, Mali, Uganda and Peru. However, the organization notes that due to the conflict in Syria (which typically ranks second or third in world organic cotton production), no figures were available for that nation. Shortage of non-GMO seed is a major barrier to growth particularly in India, China, and Burkina Faso.

Globally 43.1 million hectares of agricultural land is managed organically by 2 million producers. The regions with the largest areas of organically managed agricultural land are Oceania (17.3 million hectares or 40 percent of the global organic farmland), Europe (11.5 million hectares or 27 percent of the global organic farmland) and Latin America (6.6 million hectares or 18 percent). The European market size for organic goods was 24.3 billion Euros in 2012 (EU: 22.2 billion Euros).
In Turkey, organic production is estimated to have reached 400 million dollars, 75% of which targets the European market with a new shift towards the US market. Turkish cotton area and production are projected to rebound after two years of decline to 468,143 hectares and 846,000 metric tons (MT) in market year (MY) 2014.

The Nazilli Cotton Research Institute of (NPAI) is engaged in several research activities on cotton cultivation in Turkey. NPAI is involved in testing productivity and the potential of organic cotton cultivation in comparison to conventional cotton production, as well as contribution of organic cotton to food security and climate adaptation strategies. Through plant breeding programs, the seed sovereignty of smallholder farmers is re-established.

Turkey used to be the world leader in organic cotton production, but increasing global production has reduced margins, and domestic production has declined in recent years. MY 2013 organic production is estimated at 10,000 MT compared to 30,000 MT in MY 2006. But field preparations indicate that production will go up to 14,000 MT in MY 2014. Cotton Turkish producers have also taken steps to be part of the Better Cotton Initiative (BCI) and produced about 30,000 MT of BCI cotton in 2014, and expect to produce about 45,000 MT in MY 2015.

Nazilli 84 variety has 2560 kg/ha seed cotton yield, 43% GOT and 1100 kg/ha lint yields. When we compare this variety with conventional cultivation methods, there is a yield difference of 25-30 %. According to economic analysis organic seed cotton price have to take 44% more price to compete with nonorganic crops.

Concluding Session; The Way Forward

During the concluding session, experts responded to questions and comments from participants.

Dr. Shahid Zia said, "sustainability is important part of whatever we do. Women organizations associated with Rural Business Development Centre work on the basis of profitability and profit itself ensures sustainability of an intervention. When these organizations are profitable, the training from the centre will continue and Oxfam doesn't need to be there in order for the intervention to be sustainable."

Regarding the marketing of Kato Rani Products, Dr. Zia explained that initiative is using informal base of marketing and there is no formal marketing at this stage. However, new ways to promote products are being explored.

In Pakistan, 5-6 acre farm is considered small, 6-12 is considered medium and above that is considered large though that is a rather old definition, not very relevant today. There are some very large farms in Pakistan. However, most farmers working with RBDC are small holder farmers who own less than 2 hectares of land. Such farms are most profitable. He argued that per unit productivity is not a very reasonable measure of comparison because the small farmers take more production from a unit of land over a year as compared to any large farm anywhere in the world.

Dr. Asad Farooq explained that there are some natural dyes that are toxic. "However, we are using only those dies that that don't contain any toxic ingredients. There are tests to verify that a garment is an organic garment. If any toxic chemicals are used, such garments cannot get the certification. A consumer, however, has to trust the label. Visually you can't tell it."
Dr. Asad said that the difference between saw ginning and roller ginning was in engineering. While saw is productivity oriented, roller ginning is more quality oriented.

Dr. Ali Osman Sari said when construction work on the Ata Turk Dam started, Syrians protested on the grounds that it would divert water. In those days, all three countries had to suffer floods during rainy seasons and drought in dry seasons. Now all three countries have started receiving equal amount of water. In fact, Syria is getting more than its share of 500 cubic metres of water per second.
Research and innovation is extremely important to agriculture. Malaysia can serve as a good example where three ringgits from every ton of palm oil go to support farmers and research. As a result, palm oil crop has developed hugely in that country. We eat cotton, we wear cotton but cotton crop remains grossly neglected. Price fluctuation has impacted the farmers and if farmers switch to other crops, it will not be easy for them to switch back.

Ms. Imrana said that government alone could not be expected to deliver. The different stakeholders including the public sector, the private sector and research institutions, the media and the civil society need to join hands. Particularly when transition to organic is on the table, it is important for stakeholders to join hands.

Patrick Laine said BCI has implementing partners in different countries to implement the vision and strategy. These implementing partners train farmers according to those principles and licenses to farmers are issued on the basis of internal assessments and second party credibility checks. Beyond that BCI has no role to play.

Dr. Khalid Abdullah said, "I am quite certain that in 1985 farmers were making some money but it is quite unfortunate that in 2015 farmers are looking for public support. This is quite alarming and in this scenario, I strongly suggest that stakeholders should consider the cost of cultivation in different countries. I remember one study that says that just increase in price of a shirt by three cents can double the wages for Bangladesh factory workers. New technology, it was rightly said, is not just BT or GMO. Irrigation efficient technologies, pest management, disease management by modifying DNA, Nano technology are also examples of new technologies and should be promoted to improve the cost benefit ration of the farmer. Pakistan is facing deadly CLCV for the last twenty years. All cotton producing countries should join hands to combat this disease which is a serious threat to global cotton industry."

Dr. Shafiq Ahmad said, "We have half of yield of Turkey or developed countries. We feel that if we have more yield, we will be profitable, but what about Turkey? Farmers in Turkey are also in miserable condition. Issue is not the yield but it lies somewhere in economics. We need to develop high yield, high response varieties. We need to consider the cost of production and technologies to reduce cost of production. We need to analyse how climate change will affect the cotton production and plan accordingly.

Ms. Friduddin said cotton area is decreasing. Scientists, experts and extension experts need to focus on the crucial area of the impact of the climate change. "We are witnessing erratic and unprecedented rainfall patterns. We need more linkages amongst the stakeholders, experts and different institutions to deal with this challenge."

Dr Hazel Barrett said, "We need to look at the entire value chain rather than focusing on the farmers alone. The value chain is complex, global and a lot of money is being made at one end of that chain and I think we need to adjust that.

We have focused in this conference on the producer end, perhaps rightly so, but I think if we are going to get change, it's got be more than science and technology and economics. We need to put pressure on the upper level end of the value chain-- retailers, manufacturers etc. We need to put pressure on them to take responsibility for people who are producing cotton. Now is the time to get together. I would like to see people putting pressure on retailers and big corporate who are making money so that they feel some social responsibility to put money back into the chain at the bottom of the chain. It's not just the responsibility of the government. Government is not making much money from cotton; its corporates that are making money.

We need to look at business and consumer society we live in and the disposable approach to cotton and clothing and really value the way we treat our clothes and resources that are involved in producing them and people behind our clothes. We are all on a big learning curve. Naiveté and single drive for profit has had huge effects on how we value things in society. There is such a thing as climate change; we are losing biodiversity; and these kind of things have started to impact the way our business operates in terms of using more and more resources. We have `focused a lot on farm side, on productivity and on profitability at the farm level. That's important but connecting that with the way business operates and the way supply chains communicate and work together and share value has got to be the way we shift the way of living."

Dr. Hazel Barrett said farmers in Turkey at least have a choice in cash crop, in places like Sahilian region of Africa, farmers do not have a choice. It is cotton or nothing. Compared to many other producers, Turkey is in a good situation.

Patrick Laine, summing up the session said, " What a conference! Packed with ideas and thought provoking topics. So many ideas of my interest that I am going to follow up with my team. It was very, very stimulating in terms of ideas. However, there are some ideas that bothered me. It was said that we need to charge a price premium. I am not convinced if that is a solution. That is going to make us a niche and it will promote the sale of polyester. I am not sure that we want to have that. We need to be more creative than that.

Secondly, (it was said that) we need to ask governments for more subsidies and they should be protecting farmers. The problem is that none of our governments has any money. Is that going to happen? We put a lot of thought to that at BCI and our solution is not to go to the government. Our solution: we go to brands and retailers--huge companies and the good news is they are all becoming, albeit slowly, more and more concerned about supply. None of them buys cotton; they buy fabric. So they don't know where the cotton comes from. That is changing now and brands now understand the issues with pesticides and soils and water and child labour. We went to the brand said we will solve the problem with your help. We will deliver responsibly produced cotton. Be it organic, conventional or GM. Let the farmers chose whatever suits their needs best and we will deliver responsibly produced cotton so you don't have to do it. They said that makes sense. Our brands and retailers have agreed to put a lot of money into a pot for us to do exactly that. We train farmers around the world, no premiums and no subsidies involved.

Then I went to development agencies and asked for matching grant. They are saying yes and yes. This is creative public-private partnership without having to resort to failed strategies like premiums and asking for more and more subsidies. We are starting to see movement from brands and retailers. It is a twenty years too late but I am encouraged. We are making progress."

Note of Thanks from Dr. Shahid Zia

Thanking all the participants Dr. Zia said, "Experts, researchers and everyone in the conference made it possible to have a great brainstorming, discussion and debate. In the end, researchers, academics and institutions have lots of things to take back with them and to work on solutions. I agree with Patrick that the sustainable solution lies in investing in farmers to enable them to seek solutions themselves; that is a long term and sustainable solution. This conference also gave us suggestions, recommendations, information on news technologies, new ideas and new knowledge that we can take back to farmers we work with."

3. Achievements

- **Value Chain Focus**
  - The conference was not only focusing on cotton in general perspective. Main focus of the conference was Cotton Value Chains and Kato Rani – An All Women Value Chain was the experience from Pakistan to share with other participants/stakeholders. Stall of Kato Rani products was of main attention at the conference..

- **Diverse Participation**
  - From Farm 2 Fashion conference attracted almost all kinds of stakeholders from major cotton producing and consuming countries and helped highlight the strength of cotton value chains in promoting women entrepreneurship and also in cultivating links, both technical and business.

- **Engagement of Key Stakeholders**
  - Presence of institutions like BCI (Better Cotton Initiative), Textile Exchange, FAO, UNDP, SESRIC, Coventry University together created conditions to better understand issues, options and linkages between research, trade and development, particularly for strengthening space for women entrepreneurs.

- **South-South Cooperation**
  - As an outcome of the conference, participants realised the need for South-South Cooperation for research, trade and experience sharing.

- **Formation of the 'The Cotton Group'**
  - Pakistani participants decided to develop 'The Cotton Group' to discuss the issues raised in the conference more regularly. The Cotton Group will discuss all aspects of cotton value chains and will try to get more space for the women entrepreneurs.

- **Coordinated Administration and Management**
  - Conference was done as it was planned and no mismanagement happened any way.
  - Participants were kept adequately engaged for conference days. Planning the field trip was a new and good idea and was welcomed by all participants. That enabled all to observe the rural culture and farming practices in Turkey. That was of particular interest for LSF being very similar to field areas of North Punjab.
  - Conference got a good media coverage in the local news papers of both Turkey and Pakistan. RBDC played a special role by bringing in diverse participants from different countries and local organizations of international repute.
  - RBDC and Lok Sanjh got a big hand of applaud for organizing a successful conference and bringing in the major stakeholders.
  - LSF team was successful to manage with optimum utilization of available resources. There were no deviations from budgeted costs. Expected contributions of partners received which helped keep the resources on track.

4. Learning and Suggestions

- Lok Sanjh organized many international conferences in Pakistan but this was the first organized outside the home country and was supposed to be a big challenge for the whole RBDC and LSF team.

- For the conference arrangements, the hiring of a local event management vendor remained a very successful experience both effort and cost wise that other wise would have been a very high budget plan if managed by bringing a team from Pakistan.

- The Turkey's Ministry of Agriculture and livestock, Nazilli Cotton Research Institute were on board and they facilitated and represented well. The response of main partners (SESRIC, Nazilli, Coventry University) was overwhelming. It is an encouragement for LSF to be used in future to mobilize more financial resources.

- There was a lot to learn from the field trip in cotton production technologies and processing. Field trip enriched the participants knowledge on Turkey s' best cotton production that other wise was not possible to understand.

- The conference was planned in a very short time where both RBDC and LSF staff has to work day and night. All arrangements for conference by the local vendor are a model for the LSF to replicate in its all big events. Based on current experience, event registration process should be started at least 3 months in advance to guarantee enough time for follow ups and completion of procedures.

- The last moment cancellation of some participants is also a big learning for the LSF to plan and follow invited participants carefully. There should be a registration fee to authenticate the participation. That may also help in covering financial loss due to last minutes drop outs. We can add secure payment plugin / link on registration page to collect fee in advance.

- Considering the financial regulations in Pakistan, limitations and time factor in processing of payments be considered while getting into foreign financial agreements.

4. Learning and Suggestions

Field visit to Nazilli Cotton Research Institute

On third day of the conference on 5th August 2015 a field visit for the participants was organized to **Nazilli Cotton Research Institute**, Turkey which is an important Centre of Excellence for cotton research in the country. The Director General of the institute welcomed the participants and he gave briefing on cotton research at the institute focusing on history of cotton produced in the Nazilli region, development and registration of cotton varieties, and certification seed process and regulations over a period of last 50 years or so. it was reported that from 1964 to 2008 a total of 84 cotton varieties had been registered through the Ministry of Agriculture.

After the briefing at the centre, the participants were taken to the nearby cotton field where the institute had planted several trials of cotton varieties. The participants were also shown the various cotton research labs and machinery development facilities at the centre. It was observed and noted that more than 95 percent Cotton picking in Turkey was done using mechanical cotton pickers. The field visit was quite productive during which participants were able to acquire learning through experience sharing.

Trip to Historical Places of Turkey

A trip to historical places in Turkey was organized by LSF for the participants. Travelling through these visiting places was a lot of learning about the Turkey's architect and maintaining it as green with lot of vegetables and fruit orchards. Then extensive olive plantation was also a good model for the LSF field team to replicate it in working areas of Lok Sanjh Foundation. For this Lok Sanjh is already in collaboration with PODB and NARC.

The carpet-weaving Centre 'Turkman Carpet Training and Weaving Center" was a major learning model to replicate the same model and engage the poor rural women in some cotton activity. The center also demonstrated the outlet and marketing models.

Guests' Reception

Reception for guests was organized during conference with a cultural evening in which participants enjoyed their time in Networking with each other, having group photos,?putting hina and bangles on women s hands (A Pakistani culture). Guests enjoyed Pakistani traditional music.




6. Annexes

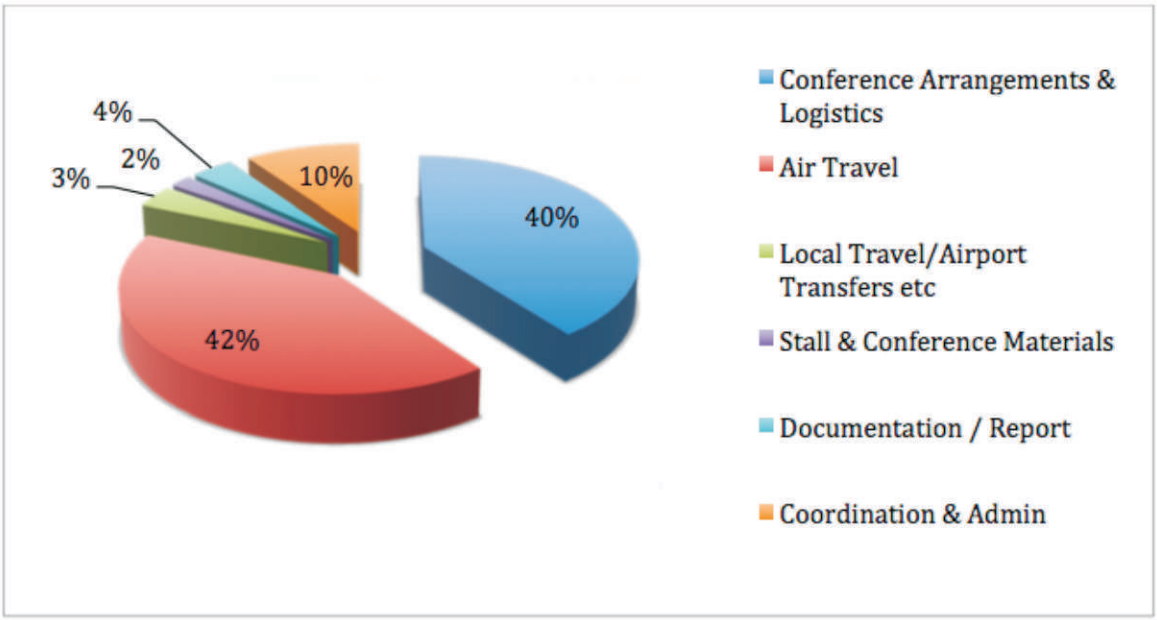
Annex - I : Role of Finance & Admin in the Conference

The conference was a unique opportunity for LSF to present its work on better cotton - from cotton fields to cotton products, to the attention of international stakeholders. That will add value to the work of LSF and RBDC while opening up new avenues of collaborations to mobilize resources for support of small farmers in Pakistan.

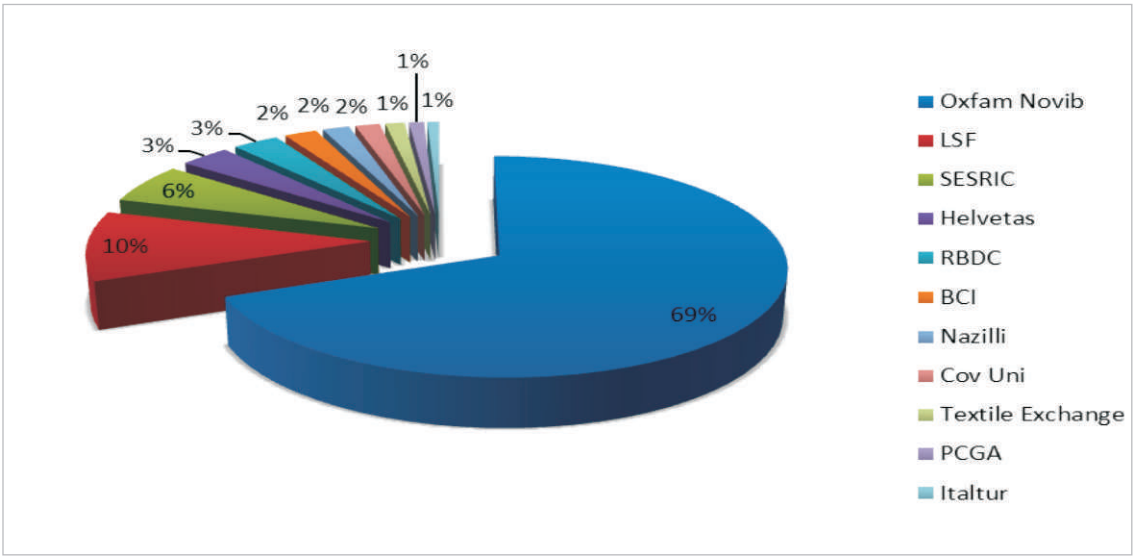
That was an exciting experience for finance staff to demonstrate their experience of handling an international event and work with dynamics of new financial and management requirements. Responsibilities included;

- Sending Invitations and keeping follow up of confirmations while maintaining a comprehensive record of expected/ confirmed participation.
- To finalize agreement with local event manager in Turkey, arrange for fund transfers and facilitate to ensure implementation of agreed terms.
- To facilitate visa process, travel and other logistics to enable all participants attend the event smoothly.
- To get the conference webpage(s) ready, support in development of conference agenda and other content to be displayed on web, for printing or sharing with participants.
- To ensure that there are no hiccups during event and process goes on efficiently as per plan.

Analysis of Costs:



Analysis of Partners Contributions:



Annex II: Agenda of the Conference

AGENDA

Conference Day 1

Monday - 3 August, 2015

Location: Barbaros Pasa B Saloon, İzmir Hilton Hotel

Time	Topic	Speaker
08.00 – 09.00	**Registration**	
Inaugural Session		
09.00 – 09.15	**Welcome** Introduction and overview of the event	**Mr Farooq Khan** Lok Sanjh Foundation, Pakistan
09.15 – 09.25	**Welcome Remarks**	**Dr Hazel Barrett** Associate Dean, Faculty of Business Environment and Society / Executive Director, Centre for Communities and Social Justice Coventry University, UK
09.25 – 09.35	**Welcome Remarks**	**Mr Mehmet Fatih Serenli** Director of Training and Technical Cooperation Department. Statistical, Economic and Social Research & Training Centre for Islamic Countries (SESRIC), Turkey
09.35 – 09.45	**Welcome Remarks**	**Mr Arie Schurrmans** Associate Country Director, Oxfam Novib, Pakistan
09.45 – 10.00	**Welcome Remarks**	**Dr. Ali Osman SARI** Deputy Director General Ministry of Food, Agriculture and Livestock, Turkey
10.00 – 10.15	**From Farm to Fashion**	**Dr Shahid Zia** Managing Director, Rural Business Development Centre (RBDC) Pakistan
10.15 – 10.30	**Keynote address** Cotton: Challenges and Opportunities 2025	**Mr Patrick Laine** CEO, Better Cotton Initiative (BCI)
10.30 – 11.00	**Coffee Break**	

SESSION 1 Supply Side: The Productivity and Sustainability Issues		
11.00 – 11.25	Cotton Production in Bangladesh, Current Scenario and Prospects	**Dr MD Farid Ud Din** Executive Director Cotton Development Board Ministry of Agriculture, Bangladesh
11.25 – 11.50	Cotton Economy of Turkey	**Dr. Ali Osman SARI** Deputy Director General Ministry of Food, Agriculture and Livestock, Turkey
11.50 – 12.15	Cotton Production in Pakistan: Strength and Weakness	**Dr. Khalid Abdullah** Cotton Commissioner / Vice President Pakistan Central Cotton Committee (PCCC), Ministry of Textile Industry, Government of Pakistan
12.15 – 12.40	Southeast Anatolia Organic Cluster Project and Organic Cotton Initiatives in the Southeast Anatolia Region	**Mr Bülent Açıkgöz** Cluster Lead for Regional and Local Socio-economic Development Programme , United Nations Development Programme (UNDP)
12.40 – 13.00	Assessing impact of new cotton production technologies: the case of BT Cotton in Sudan	**Dr. Osman Bushara** Professor Department of Agricultural Economics; Faculty of Agriculture Sciences, Gezira University, Sudan
13.00 – 14.00	**Lunch**	
SESSION 2 More and Better		
14.00 – 14.20	Sustainable Cotton Production - Better Cotton Initiative (BCI) Experience in Pakistan	**Dr Shafiq Ahmed** Country Director Better Cotton Initiative (BCI) Pakistan
14.20 – 14.40	Tanzania Cotton Supply Chain and Trade	**Emmanuel Israel Mwangulumba** Chief Regulatory Officer Tanzanian Cotton Board
14.40 – 15.00	Sustainable Cotton Crop Production	**Dr. Dilbaugh Muhammad** Head, Department of Agronomy, Central Cotton Research Institute (CCRI), Pakistan
15.00 – 15.20	Cotton Production of Turkey & Role of Nazilli Research Institute	**Mr Mehmet Coban** Researcher Nazilli Cotton Research Institute, Turkey

15.20 – 16.00	**Coffee Break**	
SESSION 3 The Organic Challenge		
16.00 – 16.25	The Human Cost of the 'Cotton Problem'	**Dr Hazel Barrett** Associate Dean, Faculty of Business Environment and Society / Executive Director, Centre for Communities and Social Justice Coventry University, UK
16.25 – 16.50	Push-Pull-Policy: An Innovative approach to increase the water productivity in cotton production	**Mr Jens Soth** Senior Advisor - Commodity Projects HELVETAS Swiss Intercooperation Zurich
16.50 – 17.15	4R Nutrient Stewardship and Sustainable Cotton Production	**Dr Waqar Ahmed** Soil Expert Food and Agriculture Organization (FAO) of United Nations, Pakistan
End of Day 1		

Conference Day 2
Tuesday - 4 August, 2015
Location: Barbaros Pasa B saloon, İzmir Hilton Hotel

Time	Topic	Speaker
08.00 – 09.00	**Registration**	
SESSION 4 The Demand Side: Cotton Value Chains and Future Trends		
09.00 – 09.20	Development of Sustainable Cotton Technologies for Cotton Value Chain	**Dr. Muhammad Mohsin** Associate Professor, University of Engineering and Textile, Faisalabad, Pakistan
09.20 – 09.40	The Southeast Anatolia Project, Cotton Production and Textile Sector in the Southeast Anatolia Region of Turkey	**Mr Ahmet Tokdemir** Coordinator for Private Sector Development, Southeast Anatolia Regional Development Administration (aka GAP RDA)
09.40 – 10.00	Optimization of Important Ginning Process Parameters for Cotton Lint Quality Improvement and its Influence on Yarn Quality	**Dr. Asad Farooq** Chairman, Department of Fiber Technology, University of Agriculture, Faisalabad, Pakistan

10.00 – 10.20	Private Sector Engagement by Oxfam Novib	**Ms. Imrana Farooqui** Manager, Private Sector Engagement, OXFAM NOVIB, Pakistan
10.20 – 10.40	Cotton Value Chain – Lok Sanjh Experience	**Dr Shahid Zia** Managing Director Rural Business Development Centre
10.40 – 11.00	**Coffee Break**	
SESSION 5 Organic Cotton: Challenges & Opportunities		
11.00 – 11.20	A Global Snapshot of the Organic Cotton Sector - Profile, Production, Markets, Challenges and Opportunities	**Ms Liesel Truscott** Director of TE Europe & Farm Engagement, Textile Exchange, UK
11.20 – 11.40	Present Cotton Status in Pakistan and Research Initiatives taken by PARC	**Dr. Ghulam Muhammad Ali** Director, National Institute for Genomics and Advanced Biotechnology NIGAB, National Agriculture Research Centre (NARC) Pakistan
11.40 – 12.00	Organic Cotton	**Mrs Ozlem Yıldıranca** Nazilli Cotton Research Station, Turkey
12.00 – 12.20	Organic Cotton Experience	**Ms Stefanie Kagi** Helvetas
12.20 – 12.40	Conventional and organic cotton production in Kyrgyzstan: problems and opportunities	**Mr Ismail Arapov** Project Coordinator Bio Cotton Project, Kyrgyzstan
12.40 – 13.00	From Farm to Fashion in Turkey	**Dr. Sebahattin GAZANFER** Advisor to the Sectoral Board of the Turkish Textiles & Raw Materials Exporters' Association, Turkey
13.00 – 13.20	How can we develop the organic cotton & textile in Turkey?	**Mr Atila Ertem** Textile Exchange Turkey
13.20 – 14.00	**Lunch**	
Concluding Session The Way Forward		
14.00 – 15.30	**Reflections from previous sessions.** **Q & A Session**	**Moderator : Dr Shahid Zia** **Penal:** Dr Hazel Barrett Ms Liesl Truscott

Day 3
Wednesday - 5 August, 2015

Time	Topic	Participation
08.15 – 17.00	Field Visit to Nazilli Cotton Research Institute	INVITE ONLY (For registered participants - fee of €50/person applies)

Annex III: List of Participants

Sr #	Participant	Organiztion / Company
1	Dr. Assad Farooq	University of Agriculture, Faisalabad, Pakistan
2	Dr. Shafiq Ahmad	Better Cotton Initiative
3	Dr. Dilbaugh Muhammad	Central Cotton Research Institute, Pakistan
4	Dr. Muhammad Mohsin	University of Engineering and Textile, Lahore, Pakistan
5	Dr. Waqar Ahmad	FAO, Islamabad, Pakistan
6	Dr. Ghulam Muhammad Ali	NIGAB, NARC, Pakistan
7	Dr. Khalid Abdullah	Ministry of Textile Industry, Pakistan
8	Ms Imrana Farouqui	Oxfam Novib
9	Ms Moheeb Arif	Oxfam Novib
10	Mr Raja Javed Ali Bhatti	Daily Jang, Pakistan
11	Mr Zaigham Khan	Civic Action Resources
12	Mr Hafeez Anwar	Mustafa Cotton Ginners
13	Mr Fayyaz Ahmad	Fayyaz Cotton Industry Layyah, Pakistan
14	Mr Saifullah	Malik Saifullah & Brothers Cotton Ginners Chishtian
15	Mr Bilal Israel Khan	Farmers Associates Pakistan
16	Dr Shahid Zia	RBDC, Pakistan
17	Dr Farzana Shahid	Lok Sanjh Foundation, Pakistan
18	Ms Farah Jabeen	Lok Sanjh Foundation, Pakistan
19	Mr Farooq Khan	RBDC, Pakistan
20	Mr Gul Zada	Lok Sanjh Foundation, Pakistan
21	Ms Shazia Parveen	RBDC, Pakistan
22	Mr Omair Akhtar	RBDC, Pakistan
23	Mr Saeed Ur Rehman	Lok Sanjh Foundation, Pakistan
24	Mr Nadeem Ahmed Awan	Lok Sanjh Foundation, Pakistan
25	Ms Mamoona Khan	Lok Sanjh Foundation, Pakistan
26	Professor Hazel Barrett	Coventry University, UK
27	Ms Lisa Emberson	Textile Exchange, UK
28	Ms Liesl Truscott	Textile Exchange, UK
29	Mr Patrick Laine	Better Cotton Initiative
30	Mr Jens Christian Soth	Helvetas
31	Ms Stefanie Kägi	Helvetas
32	Ms Edina Hadzimurtezic	Babies and Smiles
33	Ms Arnela Usanovic	Babies and Smiles
34	Ms Amela Mehic	Babies and Smiles
35	Mr Ahmed Hassan	Copenhagen Business School, Denmark

36	Mr Emmanuel Israel Mwangulumba	Tanzania Cotton Board
37	Prof. Dr. Osman Bushara	Gezira University, Sudan
38	Dr MD Farid Ud Din	Cotton Development Board, Bangladesh
39	Md. Saheduzzaman	SESRIC, Turkey
40	Mr Mehmet Fatih Serenli	SESRIC, Turkey
41	Mr Arapov Ismailzhan Abduhakimovich	BioCotton project, HELVETAS Swiss Intercooperation Kyrgyzsatn
42	Mr Saginbaev Askarbek Avazbekovich	Ministry of Agriculture and Melioration, Kyrgystan
43	Mr Suyarov Abdikamal Abdirasulovich	Jalal-Abad oblast administration
44	Ms Gulzada Kudaiberdieva Almambetovna	Public Foundation Bio Service
45	Mr Ali Polat	Orimpex Textile, Izmir
46	Mr Atila Ertem	Textile Exchange
47	Mr Mustafa Kokten	Net Tohumculuk Ltd.Şti
48	Mr Osman ÇOPUR	Harran University
49	Mr Ozlem Ozkan	Control Union Certifications, Turkey
50	Mr Ugras Gultekin	Control Union Certifications, Turkey
51	Ms Nukte Duman	Control Union Certifications, Turkey
52	Mr Isa Cem Topbas	Control Union Certifications, Turkey
53	Mr Asaf Ozkan	Control Union Certifications, Turkey
54	Mr Ceren Cetinkaya	Control Union Certifications, Turkey
55	Mr Ahmet Tokdemir	GAP BKİ
56	Mr Mustafa Afsar	GAP BKİ
57	Mr Mustafa Kosar	GAP BKİ
58	Mr Hakan Yıldız	GAP BKİ
59	Mr Bülent Açıkgöz	UNDP
60	Mr Murat Candemir	UNDP
61	Mr Gonul Sulargil	UNDP
62	Mr Sadettin ÖZTÜRK	Nazilli Cotton Research Institute, Turkey
63	Mr Mehmet ÇOBAN	Nazilli Cotton Research Institute, Turkey
64	Mr Süleyman ÇİÇEK	Nazilli Cotton Research Institute, Turkey
65	Mr Fatih KÜÇÜKTABAN	Nazilli Cotton Research Institute, Turkey
66	Dr. Volkan SEZENER	Nazilli Cotton Research Institute, Turkey
67	Mr Eyyüp HAREM	Nazilli Cotton Research Institute, Turkey
68	Mr Murat ÇOBAN	Nazilli Cotton Research Institute, Turkey
69	Dr. Nedim ÖZBEK	Nazilli Cotton Research Institute, Turkey
70	Dr. Feride Öncan SÜMER	Nazilli Cotton Research Institute, Turkey
71	Mr Şerife BALCI	Nazilli Cotton Research Institute, Turkey
72	Ms Özlem YILDIRANCAN	Nazilli Cotton Research Institute, Turkey

73	Mr Tülay EMREBAŞ	Nazilli Cotton Research Institute, Turkey
74	Mr Halil DÜNDAR	Nazilli Cotton Research Institute, Turkey
75	Mr Sergül ÇOPUL	Nazilli Cotton Research Institute, Turkey
76	M. Niyazi KIVILCIM	Nazilli Cotton Research Institute, Turkey
77	M. Koray ŞİMŞEK	Nazilli Cotton Research Institute, Turkey
78	Mr Mehmet DEMİRTAŞ	Nazilli Cotton Research Institute, Turkey
79	Ms Nazan UZUN	Nazilli Cotton Research Institute, Turkey
80	Ms Nazife Özkan OĞUR	Nazilli Cotton Research Institute, Turkey
81	Mr Arie Schuurmans	Oxfam Novib
82	Mr Muhamadi Muminov	Sarob Cooperative
83	Mr Muzaffar Akhmedov	Helvetas
84	Prof.Dr. Aydın Ünay	Turkey
85	Prof.Dr. Mustafa Ali Kaynak	Turkey
86	Prof.Dr. Hüseyin Başal	Turkey
87	Prof.Dr. Aynur GÜREL	Turkey
88	Mr Ekrem Demirtas	Chamber Of Commerce, Turkey
89	Mr Jak Eskinazi	Egean Textile Exporters Association
90	Mr Fredrick Luggoja	Mozambique
91	Ms Ira Ozkesen	Italtur, Turkey
92	Ms Yanki	Italtur, Turkey

Annex IV: Brief Profiles of Speakers

Dr. Hazel Barrett

Dr. Hazel Barrett is Associate Dean at Faculty of Business environment and Society, Coventry University, UK
Dr Hazel is a human geographer who undertook her degree at the University of Sussex in the School of African and Asian Studies. She then moved to the University of Birmingham to undertake her MA and PhD in West African Studies. Her main areas of research are the socioeconomic aspects of development, in particular gender, health and rural development in sub-Saharan Africa. Over the last decade her research has been directed at the social and economic aspects of the HIV/AIDS epidemic in sub-Saharan Africa, in particular Kenya, Uganda, Zambia and The Gambia as well as amongst migrant groups in the UK.

Mr Arie Schuurmans

Mr Arie Schuurmans is Associate Country Director, Oxfam Novib Pakistan. Mr. Arie holds M.A degree in Political Science. He has over 25 years of experience as a senior manager in various organizations. Previously he has worked as Associate Conutry Director, OXFAM-Novib, Bangladesh, Program Advisor Netherlands Institute Sinti and Roma, Country Director, Red Cross Indonesia. He has also earned following awards Certificate of Honour by Ulaanbaatar City Assembly of Representatives Mongolia, October 2006, Friendship Award Medal 2005 for outstanding performance on social development programmes in Liaoning Province, China, 29 September 2005, UNDP award for outstanding performance in Bhutan - 1994.

Mr Patrick Laine

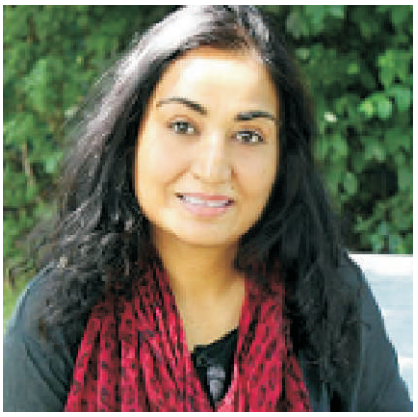
Mr Patrick Laine joined BCI as CEO in July 2013, from his previous post as Director of Corporate Partnerships at WWF, helping the private sector to understand the environmental footprint of their value chain and working with them to develop strategies to reduce or eliminate these impacts. As well as his background in sustainability, Patrick has over 20 years experience as President for divisions of large multinational corporations. His duties included oversight of factories in the USA, Europe, Asia and Latin America as well as serving as a divisional president of GE Capital for eight years. Patrick has an MBA from Stanford University.

Dr. Shahid Zia

Dr. Shahid Zia is Managing Director of Rural Business Development Centre (RBDC), Pakistan.

Dr. Shahid Zia is the founder president of Lok Sanjh Foundation (LSF) established in1996. Dr. Shahid holds PhD in Agricultural Economics from Oklahoma State University, USA and has worked with many national and international institutions like OXFAM-GB at Oxford, UK as its Global Advisor on Agriculture. He is having over 25 years of experience in Agriculture Research, Development Planning and policy analysis. He also worked with Islamic Relief International in UK as its advisor on Food Security in Changing Climate.

Ms Imrana Farooqui



Ms Imrana Farooqui is Program Manager, Private Sector Engagement, Oxfma-Novib, Pakistan

She has work experience of private, public, academic and non-governmental sectors.Her Field of specialty is Private sector policy and practices related with rural economic growth particularly regarding agriculture sector and food security and the later two's link with rural poverty and natural disasters. She is promoting Women Economic Leadership. From 2002 onwards she has worked as a consultant in development sector. She is a Havening Scholar and has a degree in Business Administration from School of Business and Economics, University of Exeter.

Ms Liesl Truscott

Ms Liesl Truscott is European and Farm Engagement Director at Textile Exchange specialising in organic cotton value chains. Liesl previously worked as a CSR consultant and as a Corporate Responsibility Index Manager at Business in the Community. She holds a Bachelor of Applied Science in Environmental Assessment and Management from Newcastle University, Australia.

Dr. Osman Bushara

Dr. Osman Bushara is Professor at Department of Agricultural Economics at University of Gezira, Sudan.
He got PhD degree on agricultural economics University Putra Malaysia (UPM) Malaysia(2001). He is now a professor and PhD and MSc supervisor in the Department of Agricultural Economics, Faculty of Agricultural Sciences, University of Gezira, Sudan.He was awarded in 2002 Silver medal for innovative excellence in research: Research Management Centre (RMC); UPM. Malaysia. His main research is on efficiency and productivity analysis, project evaluation and analysis and Market. He is the head Department of Agricultural Economics

Dr. Shafiq Ahmed

Dr. Shafiq Ahmed is Country Director of Better Cotton Initiative (BCI) in Pakistan.
Dr Shafiq graduated from the university of Agriculture, Faisalabad, Pakistan and completed his Ph.D from the University of Edinburgh, UK in 1996. Before Joining BCI, 1996-2010, he mainly worked in the seed industry. The major companies he worked with are Pioneer Seed Limited and Engro Chemicals Paksitan. Joined BCI since the beginning of the initiative in Pakistan, in 2010 and since then working with BCI

Dr. Khalid Abdullah

Dr. Khalid Abdullah is Cotton Commissioner, ministry of textile industry, Government of Pakistan
Dr. Khalid Abdullah is also Vice president, Pakistan Central Cotton Committe (PCCC). Previously he was entomologist at Agriculture Research Institute. Dr. Khalid has done his post-doctorate from University of Reading, UK.

Mr Jens Soth

Mr Jens Soth is Senior Advisor Sustainable Commodities, HELVETAS Swiss Intercooperation

Jens Soth has done MSc. Environmental Engineering. He has Professional Work experience in 9 countries. He is delegated expert of the European Environmental Bureau.

Dr. Dil Baugh Muhammad

Dr. Dil Baugh Muhammad is Principal Scientific Officer/Agronomist and Head Transfer of Technology Section at Central Cotton Research Institute, Multan, Pakistan.

He has 35 years research experience in cotton agronomy and working as Principal Scientific Officer/Agronomist and Head Transfer of Technology Section at Central Cotton Research Institute, Multan, Pakistan. He has also served the Institute as Director. He is pioneer to introduce bed furrow planting technique for cotton and designed mechanized weed control for bed furrow planting. He completed his PhD from Zhejiang Agriculture University, Hanzhou, P.R. China. He has published 40 research papers on various aspects of cotton agronomy in well reputed journals.

Dr. Ghulam Ali

Dr. Ghulam Ali is Chief Scientist/Senior Director, NIGAB, National Agriculture Research Centre, Pakistan

Dr Ghulam Ali has done his PHd from University of Liverpool, UK.

Mr Ahmet Tokdemir

Mr Ahmet Tokdemir is Coordinator of Private Sector & Entrepreneurship unit at GAP Administration.
He graduated from Northwest Missouri State University, USA in 1998 with a B.S. degree in International Business. He started work at Southeastern Anatolia Project (GAP) Administration and conducted studies on economic and industrial development of GAP Region as an expert in the Regional Directorate of Administration. Currently he coordinates model project implementations such as Organic Agriculture Cluster and Renewable Energy & Energy Efficiency in GAP Region.

Mr Ismail Arapov

Mr Ismail Arapov is Project Manager Organic Production & Trade Promotion Project (Bio Cotton) working under HELVETAS Swiss Inter Cooperation, Kyrgyzstan.

Mr. Bülent Açıkgöz

Mr. Bülent Açıkgöz is UNDP Local and Regional Socio-Economic Development Cluster Lead
He is an urban and regional planner holding masters degrees in Economics and in European Policies and Affairs. His major research area is impacts of the EU funded projects on the regional development agenda of Turkey. For the last 10+ years, he has carried out both managerial and technical positions at international organizations in several projects and programmes on regional development, local economic development, entrepreneurship, industrial restructuring, competitiveness, youth employment, livelihoods and capacity improvement at the local authorities.

Mr Mehmet Coban

Mr Mehmet Coban is working as an Agriculture Engineer, Cotton Research Station ,Ministry of Food Agriculture and Livestock
He has done PhD from Aegean University, Faculty of Bio Engineering. His major research are is Biotechnology.

Mr Atila Ertem

Mr Atila Ertem is founder and recent president of board directors ETO (ecological agriculture association)
Atila Ertem, agronomist is working for organic agriculture almost 30 years as Pioneer in Turkish organic movement. Atila is founder and recent president of board directors ETO (ecological agriculture association). Owner of organic domestic wholesale company and freelance consultant for organic movement. One of the first organic cotton has been produced in the World in his organic Project by his ex-company . Atila has worked in many different countries and projects as organic expert. He is recently working with Textile Exchange as country ambassador. The most important thing is working organic and living organic at organic farm.

Ms Ozlem YILDIRANCAN

Ms Ozlem YILDIRANCAN is working with Nazilli Cotton Research Institute, Turkey as a researcher.
She is Msc. Agriculture Engineering, Breeding and Genetic Department. Currently she is doing her PhD and her major research area is breeding and genetics.

Annex V: Press Coverage of the Conference

Milliyet
www.milliyet.com.tr
BASINDA GÜVEN
5 Ağustos 2015 Çarşamba
EGE 20. yıl

Kongre dopingi

Kongre organizasyonlarının İzmir için büyük kazanç olduğunu vurgulayan İtaltur Genel Müdürü Arslanalp, "Kongreler, kentte daha fazla otel yatırımına ve direkt uçuşa olanak sağlıyor"

Uluslararası düzeyde konferans ve kongre organizasyonlarıyla İzmir'e artı değer katmaya devam eden İtaltur, Uluslararası Pamuk Konferansı'nı da kente kazandırdı. İtaltur Genel Müdürü Hande Arslanalp, küresel anlamda büyük önem arz eden konferansı İzmir'de düzenleme şansı bulduklarını için gurur duyduklarını söyledi.

Uluslararası Pamuk Konferansı, 'Tarladan Moda'ya' başlığıyla, İtaltur organizatörlüğünde İzmir Hilton Otel'de gerçekleşti.

Doğru destinasyon

Dünyanın önde gelen pamuk üretici ülkesi Pakistan'da faaliyet gösteren Lok Sanjh Vakfı'nın ev sahipliğinde düzenlenen konferans 3 gün sürdü. Küresel anlamda büyük bir sorun haline gelme potansiyeline sahip pamuk üretimi hakkında güncel durum, üretim süreçleri, verimlilik ve sürdürülebilirlik konuları, dünyaca ünlü uzmanlar tarafından tartışıldı. Oxfam Novib, Kırsal İş Geliştirme Merkezi (RBDC), İslam Ülkeleri İstatistik, Ekonomik ve Sosyal Araştırma ve Eğitim Merkezi (SESRIC) gibi uluslararası kuruluşlar, konferansın destekleyicileri arasında yer aldı.

İzmir'in bir kongre şehri olarak uluslararası kongre turizmi pazarından pay almasını sağlamaya çalıştıklarını belirten Hande Arslanalp, "İklimi, insan yapısı, ulaşım olanakları ve maliyet avantajları ile kongreler için İzmir'in çok doğru bir destinasyon olduğuna inanıyoruz" şeklinde konuştu.

'Daha fazla tanıtım'

Kentin en büyük eksikliğinin tanıtım olduğuna dikkat çeken Genel Müdür Hande Arslanalp, "Fuar İzmir'in içindeki kongre merkezi ile Kuşadası Efes Kongre Merkezi'nin kente kazandıracağı kongrelerle bu eksikliğin gideri-leceğine inanıyo-rum" diye konuştu.

Hürriyet
Türkiye Türklerindir
5 Ağustos 2015 Çarşamba
www.hurriyet.com.tr
Fiyatı: 75 Kuruş

Kongre turizmi İZMİR'İ UÇURUR

HÜRRİYET / İZMİR

ULUSLARARASI Pamuk Konferansı, 'Tarladan Modaya' başlığıyla İzmir Hilton Otel'de gerçekleşti. Dünyanın önde gelen pamuk üreticisi Pakistan'da faaliyet gösteren Lok Sanjh Vakfı'nın ev sahipliğinde ve İtaltur'un organizatörlüğünde düzenlenen etkinlik 3 gün sürdü. Küresel anlamda büyük bir sorun haline gelme potansiyeline sahip pamuk üretimi hakkında güncel durum, üretim süreçleri, verimlilik ve sürdürülebilirlik konuları dünyaca ünlü uzmanlar tarafından tartışıldı.

Oxfam Novib, RBDC (Kırsal İş Geliştirme Merkezi), SESRIC (İslam Ülkeleri İstatistik, Ekonomik ve Sosyal Araştırma ve Eğitim Merkezi) gibi uluslararası kuruluşlar konferansın destekleyicileri arasında yer aldı.

DOĞRU DESTİNASYON

İzmir'in bir kongre kenti olarak uluslararası kongre turizmi pazarından pay almasını sağlamaya çalıştıklarını belirten İtaltur Genel Müdürü Hande Arslanalp, "Sahip olduğu iklim, insan yapısı, şehir içi kolay ulaşım olanakları, çevre turları ve maliyet avantajlarıyla İzmir'in doğru bir destinasyon olduğuna inanıyoruz" dedi.

Geçen yıl ICARDA (Uluslararası Buğday Fası) Sempozyumu'nu İzmir'de düzenlediklerini hatırlatan Arslanalp, her kongrenin bir diğer kongreyi kente kazandırdığının altını çizdi. "Önümüzdeki yıl eğer düzenlenirse tarımla ilgili başka bir kongreyi İzmir'e getireceğiz" diye konuştu.

BİRBİRİNİ TETİKLİYOR

Kentin en büyük eksikliğinin tanıtım olduğuna dikkat çeken Hande Arslanalp, gerek Fuar İzmir'in, gerek Kuşadası Efes Kongre Merkezi'nin kente kazandıracağı kongrelerle bu eksikliğin giderileceğine inandığını dile getirdi. Arslanalp, "Bugün bir kente kongrelerin getirilmesi orada daha fazla otel yatırımının olmasına, daha fazla hava yolunun direkt uçuş yapmasına imkan sağlıyor. Bunlar hep birbirini tetikleyen şeyler" görüşünü paylaştı.

2016'DA 3 TANE BİRDEN

İtaltur Müdürü İra Özkesen de İzmir'in kongre turizminde öne çıkması gerektiğine değinerek, "İtaltur olarak bunun için elimizden gelen tüm çalışmayı ve altyapıyı yaptık. Bundan sonra da daha fazla kongre alarak bu altyapının faydasını göreceğimize inanıyoruz" dedi. Özkesen, Uluslararası Pamuk Konferansı'nın 2015'te düzenledikleri 5'inci kongre olduğunu ve yılı kapatmadan bir kongre daha düzenleneceğini bildirdi. İra Özkesen, 2016'da yapılacak 3 kongrenin çalışmalarına da şimdiden başladıklarını ifade etti.

روزنامہ جہان پاکستان اسلام آباد

ABC CERTIFIED اسلام آباد، لاہور اور کراچی سے بیک وقت اشاعت

www.jehanpakistan.com

اتوار 30 شوال 1436ھ 16 اگست 2015ء

ترکی کے ڈپٹی ڈائریکٹر جنرل وزارت خوراک زراعت ڈاکٹر عثمان ساری عالمی کانفرنس "فارم سے فیشن تک" سے خطاب کر رہے ہیں

پاکستان کے ساتھ زرعی تعاون بڑھانا چاہتے ہیں، ڈاکٹر عثمان ساری

ترکی دنیا کا سب سے بڑا کپاس پیدا کرنے والا ملک ہے، عالمی کانفرنس سے خطاب

اسلام آباد (آن لائن) ترکی کے ڈپٹی ڈائریکٹر جنرل وزارت خوراک زراعت ڈاکٹر عثمان ساری نے کہا ہے کہ پاکستان اور ترکی کے مابین کپاس کی ریسرچ اور تجارت کو بڑھانے کے وسیع مواقع موجود ہیں، ترکی دنیا کا سب سے بڑا کپاس پیدا کرنے والا ملک ہے اور یہاں کپاس جدید ٹیکنالوجی کو عمل میں لاتے ہوئے تیار کی جارہی ہے، پاکستان کے ساتھ ہر قسم کی ریسرچ پر تعاون کرنے کو تیار ہے۔ ان خیالات کا اظہار ترکی کے ڈپٹی ڈائریکٹر جنرل وزارت خوراک زراعت ڈاکٹر عثمان ساری نے ترکی کے شہر ازمیر میں جاری تین روزہ کپاس کے حوالے سے جاری عالمی کانفرنس "فارم سے فیشن تک" سے خطاب کے دوران کی۔ انہوں نے کہا کہ ترکی دنیا کا سب سے بڑا کپاس پیدا کرنے والا ملک ہے اور یہاں کپاس جدید ٹیکنالوجی کو عمل میں لاتے ہوئے تیار کی جارہی ہے۔ انہوں نے کہا کہ پیداوار میں کم قیمت کی بدولت کسانوں کو وسیع منافع ملتا ہے اس سے ترکی پاکستان کے ساتھ ہر قسم کی ریسرچ پر تعاون کرنے کو تیار ہے۔ کانفرنس کے شرکاء سے خطاب کرتے ہوئے ڈاکٹر شاہد ضیاء، مینیجنگ ڈائریکٹر (آر پی ڈی سی) نے کہا کہ افریقہ اور ایشیا میں کپاس پیدا کرنے والے ممالک خاص طور پر پاکستان بہتر پیداوار و ویلیو ایڈیشن میں ترکی کے تجربے سے فائدہ اٹھا سکتا ہے۔

روزنامہ الاخبار اسلام آباد

www.alakhbar.com.pk

Thursday, August 13, 2015

جلد 21 جمعرات 27 شوال 1436ھ 13 اگست 2015ء 30 ساون 2072 ب شمارہ 255

پاکستان، ترکی کے مابین کپاس پر ریسرچ اور تعاون بڑھانے کے وسیع مواقع موجود ہیں، ڈاکٹر عثمان ساری

اسلام آباد، استنبول (آن لائن) ترکی کے ڈپٹی ڈائریکٹر جنرل وزارت خوراک زراعت ڈاکٹر عثمان ساری نے کہا ہے کہ پاکستان اور ترکی کے مابین کپاس کی ریسرچ اور تجارت کو بڑھانے کے وسیع مواقع موجود ہیں، ترکی دنیا کا سب سے بڑا کپاس پیدا کرنے والا ملک ہے اور یہاں کپاس جدید ٹیکنالوجی کو عمل میں لاتے ہوئے تیار کی جارہی ہے، پاکستان کے ساتھ ہر قسم کی ریسرچ پر تعاون کرنے کو تیار ہے۔

روزنامہ نوائے وقت

DAILY NAWA-I-WAQT RAWALPINDI ISLAMABAD

Monday 17 August 2015

Daily AZKAAR Rawalpindi/Islamabad

www.azkaar.com.pk

روزنامہ اذکار راولپنڈی اسلام آباد

چیف ایڈیٹر محمد الماس عباسی

جلد 11 | پیر یکم ذیقعد 1436ھ 17 اگست 2015ء 2 بھادوں 2072 ب صفحات 12 قیمت 10 روپے | شمارہ 226

روزنامہ اذکار (2) 17 اگست 2015ء

پاکستان میں کپاس کی پیداوار بڑھانے کیلئے ترکی تعاون پر تیار

پاکستانی این جی او لوک سانجھ کے زیر اہتمام ازمیر میں عالمی کانفرنس

دوست ملک کے تجربے سے فائدہ اٹھائینگے، ڈاکٹر شاہد ضیاء

ترکی کپاس پیدا کرنیوالا سب سے بڑا ملک، پاکستان کیساتھ ہر قسم کی ریسرچ پر تعاون کرینگے، ترک وزارت خوراک کے ڈپٹی ڈی جی ڈاکٹر عثمان ساری کا کانفرنس سے خطاب

کانفرنس میں ترکی، سوئٹزرلینڈ، امریکہ، برطانیہ کے نمائندوں کی شرکت، لوک سانجھ کے ایگزیکٹو ڈائریکٹر ڈاکٹر فرزانہ، ایم ڈی ڈاکٹر شاہد ضیاء، فاروق خان نے بھی مندوبین سے خطاب کیا

بقیہ نمبر 3

Organizers

Lok Sanjh Foundation

Rural Business Development Centre

Organizers

Oxfam Novib

KATORANI

TextileExchange

BCI Better Cotton Initiative

SESRIC

Nazilli Cotton Research Institute, Turkey

CENTRE FOR COMMUNITIES & SOCIAL JUSTICE

Coventry University