



## Mission of Ivoire Coton and Paul Reinhardt AG to China: An Interview with Johanna Adotevi (Commercial Director of Ivoire Coton) and Vamissa Diamonde (Director General of Ivoire Coton)

By Roger Peltzer (COMPACI Project Director)



Johanna Adotevi (second from the left) and Vamissa Diamonde (first from the right) visiting a cotton storage in Beijing together with Chinese spinners.

Within the framework of the trade mission in China organized by Paul Reinhardt SA from 3rd to 9th June 2013, the management representatives from Ivoire Coton met with Chinese spinners in Beijing and Qingdao.

*How many spinners attended the meeting?*

**JA:** Eight hundred spinners are officially represented in the Chinese International Cotton Association and 50 % of them were present at the lunch organized by Paul Reinhardt AG, i.e. some 400 spinners.

*What interest are the Chinese showing in questions relating to sustainability and social responsibility when they are working with the smallholder farmers in Africa?*



Speaker Thomas Paul Reinhardt from Paul Reinhardt AG, one of the leading worldwide cotton merchants.

**VM:** The Chinese spinning industry is interested in the Cotton made in Africa - Better Cotton label, as its customers (Adidas, IKEA or H&M for example) have expressed their increased interest in sustainable cotton. The Chinese therefore find themselves obliged to turn towards "Better Cotton", as their customers demand it.

*How do they see the development of the demand for BCI/CmiA?*

**VM:** This will depend on the specifications that come from their customers. Eventually, the selection criterion will be based on the perception of the label on the market. Today, we observe that demand for cotton certified as BCI-CmiA-BC is growing and it seems that – through a reduction that will be triggered automatically – the trend will eventually penalize cotton that is not certified.

*You also visited two spinning mills. What was your impression?*

**JA:** The customers we met were:

*Sunvim, Tianjin Tianfang Investment and Stmeer Clothing.*

From these different visits, it clearly emerged that the Chinese buyers are interested in purchasing CmiA-BC cotton. Being registered as CmiA-BC, Ivoire Coton therefore has the possibility of increasing its market share in China, particularly as Ivorian cotton is still little known there at present. These visits allowed us to identify a sales opportunity with the CmiA-BC label, which will represent a competitive advantage in the medium term over Ivorian cotton that is not CmiA-BC. •

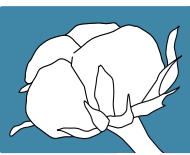


(from left to right) Dr. Johannes Merck (AbTF/ATAKORA), Patrick Laine (BCI) and Christoph Kaut (AbTF) holding the Partnership Agreement between CmiA and BCI.

### Aid by Trade Foundation and Better Cotton Initiative Sign Cooperation Agreement

Representatives from the Aid by Trade Foundation (AbTF) and Better Cotton Initiative (BCI) signed a long-term cooperation agreement in Paris on 28 August 2013. By signing this agreement, both organizations underscore their goal to continue to improve the living conditions of smallholder farmers in developing regions through sustainable cotton production.

*Read more on this topic on page 4!*



## New COMPACI-Partner in Zambia: Alliance Gineries Limited

by **Munir Zaveri** (Managing Director of Alliance Gineries Ltd. Zambia)

In 2013, **Alliance Gineries Ltd. in Zambia** has joined COMPACI as a new partner. Managing Director Munir Zaveri gives a short overview of the group's activities and explains why Alliance has joined the program.

### The significance of the word "Alliance"

The word "Alliance" means establishing a relationship for a joint purpose. It is with this aim in view that the Zaveri and the Bajaber family came together to start up a cotton ginery in Tanzania in 1997. The factory was commissioned in 1999.

### The Group's activities

The group's activities in cotton processing predate to 1935, when the Zaveri family operated a gin in Kitui, Kenya. Meanwhile the Bajaber family transported the lint bales to the port of Mombasa or supplied the textile industry within Kenya.

In 1992 the two families joined together and built a new roller gin in Lamu, Kenya. The ginery was commissioned in 1994 and was operated by the group until 1997 when it was sold to a textile company that wanted a backward integration. The decision to sell was all the easier because "Alliance" in Tanzania was already in an implementation phase and the management realized that it was easier to supply mills in Nairobi from Mwanza than from Lamu. Furthermore, the production of seed cotton in Lamu was limited, while in Mwanza it was and still is the highest in East Africa.

The gin in Tanzania allowed the group to enter the export market and led to the establishment of strong relationships with international merchants. One in particular stands out: Paul Reinhart.

With the support of these merchants, in particular by Paul Reinhart, Alliance has continued to build and operate gins in Zimbabwe and Zambia. These gins started operating in 2004

and 2008, respectively. Both projects posed a new challenge to the company: in order to get seed cotton to the gin, the group had to sponsor small cotton growers by giving them farm inputs whose cost had to be deducted when the grower delivered the crop at the market price during the marketing period.

In Tanzania the inputs are given out collectively by the cotton board and ginners. They are financed through a levy and then ginners are licensed to buy the seed cotton. Unfortunately, although the farmer gets a good price as a result of competition, ginners are not prepared to invest into trainings as they cannot be sure if they actually get the cotton supplied by the farmers. However, Tanzania is slowly moving into the direction of contract farming.

Given that one crop in Zambia and one in Zimbabwe had to be sponsored, the group decided to invest more in agronomy trainings by hiring two agronomists and extension staff.

### Alliance joining the COMPACI program

The group is very excited to join the COMPACI for various reasons. The emphasis on staff trainings has helped to improve our capacity. It has also contributed to increased efficiency and competence in our companies. The designed programs under COMPACI have already started to yield results. The relationship between farmers and the company has improved. Indeed, this may contribute to the company having more loyal farmers and help in loan recovery. Additionally, training programs should help farmers increase their yields and as a result, the company will be able to meet its seed cotton procurement target.

The management at large is benefiting through attending stakeholder meetings and other forums. By sharing information, the group can avoid mistakes that other companies have made and implement successful strategies. The group has also benefited from advice by various COMPACI consultants.

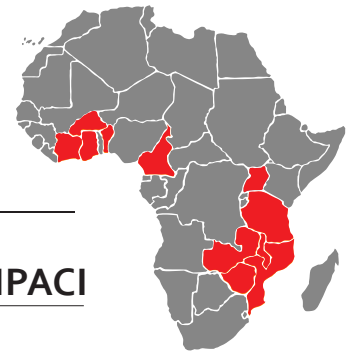
Moreover, the group's involvement with COMPACI programs supports the local communities which grow the group's cotton in realizing other social goals e.g. educating our contracted farmers on the safe disposal of hazardous chemicals containers, sending their children to school, especially the girls, and the introduction of conservation farming.

**CmiA:** Next season (2013/14) Alliance may be able to offer CmiA cotton in the market – and the response from our buyers has been positive. Therefore Alliance will hopefully be able in due time to sell the production for a better price which we can share with our producers.

Both programs (COMPACI / CmiA) have injected enthusiasm into the management, enabled the group to improve safety standards in the field and at the gin, and will hopefully enhance the reputation of our company as an ethical business. •



**MUNIR ZAVERI** is the Managing Director of Alliance Gineries LTD Zambia. He holds a Bachelor degree in Economics and Finance.



## Overview: All Local Partners of Cotton made in Africa & COMPACI



### Now available:

## Peer reviewed article: "Cotton sector organisation models and their impact on farmer's productivity and income"

By Roger Peltzer & Daniela Röttger

Bonn: German Development Institute /  
Deutsches Institut für Entwicklungspolitik (DIE)  
(Discussion Paper 4/2013)

ISBN: 978-3-88985-627-2

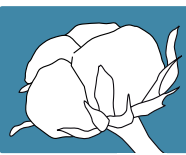
The cotton sector in different countries of sub-Saharan Africa shows different organizational models, ranging from atomistic competition to monopolistic structures. Each model differs in its type of service provision and purchase agreements offered to smallholder farmers, who are the main producers of cotton in sub-Saharan Africa. As a result there is an ongoing debate over which form of cotton sector organization offers more benefits to smallholders. This paper contributes to the discussion by comparing different cotton sector organization models according to well published indicators, e.g. the capability to reduce cotton contamination, the provision of inputs and the increase of yields and incomes of farmers. It

also introduces new criteria, such as the capacity to stabilize purchase prices for farmers, the ability to combine cotton and food crop production and the capability to guarantee social and ecological sustainability to cotton textile buyers in the retail sector. The empirical basis of this paper is a rich panel data set from African partners of the Competitive African Cotton Initiative (COMPACI) as well as many years of insight and experience gained through the initiative. COMPACI endeavors to improve the income and living conditions of around 500,000 African cotton farmers in seven countries.

A free copy of the English version may be downloaded here:

<http://goo.gl/jvfjJU>





## Important Information about the Partnership of the Aid by Trade Foundation and the Better Cotton Initiative

By Christina Bredehorst (Aid by Trade Foundation)

The Aid by Trade Foundation (AbTF) and the Better Cotton Initiative (BCI) have concluded a partnership agreement. This partnership allows textile companies to demand the Aid by Trade Foundation's sustainably produced Cotton made in Africa cotton as Better Cotton.

"Thanks to the close collaboration between Aid by Trade Foundation and BCI, participating smallholder farmers benefit through better market access and assistance and the textile industry benefits through better availability of sustainably produced cotton," says Christoph Kaut, Managing Director of the Aid by Trade Foundation.

The Aid by Trade Foundation and BCI will also work together to promote the continuous development of standards for sustainable cotton production. Patrick Laine, Chief Executive Officer at BCI expands: "With this partnership our respective members can benefit from the activities of both initiatives, thereby improving access to the supply of sustainably produced cotton, and taking one step closer to sustainable cotton becoming a mainstream commodity."

Both initiatives have agreed on a volume-based pricing model.

The partnership only allows for CmiA cotton to be sold as BCI cotton but not vice versa which means, BCI cotton cannot be sold as CmiA cotton.

### What does this mean for both initiatives and their partners?

This new partnership agreement is to enhance the interim partnership, already existing since July 2012, moving it towards a permanent basis. Both initiatives remain independent organizations; BCI will continue working with its partner brands and retailers and will provide them with globally produced BCI cotton and Aid by Trade Foundation will continue to serve its customers and partners with Cotton made in Africa cotton produced in Sub-Saharan Africa. Both initiatives

will further pursue their individual sales efforts and companies are free to decide to join either one or both initiatives. BCI partners that buy CmiA cotton as Better Cotton do not have to join the CmiA initiative, but then, in turn, they are not allowed to directly market the advantages of CmiA cotton or mention the name CmiA.

### What are the goals of this partnership?

The initiatives are pursuing several goals with this cooperation: One aim is to increase the sale of sustainable African cotton on the world market while guaranteeing the economic and environmental sustainability for smallholder farmers. On the other hand, this partnership wants to improve the living conditions of the cotton farmers and their families. The initiatives intend to work more closely together and develop common solutions especially for issues like child labor, integrated pest management, and system optimization between cotton supply and demand.

### What do CmiA and BCI have in common?

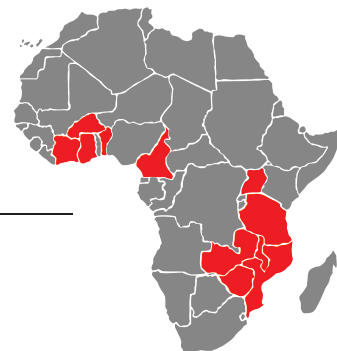
1. Both initiatives have the same programmatic approach, promoting a set of minimum entry criteria combined with a set of development criteria to improve the performance of farmers.
2. Both initiatives are activating market forces by levying a licensing fee at brand / retail level.
3. Both initiatives finance training and other support measures to improve farmer performance.
4. Both initiatives measure the impact of their support measures at farm level.
5. Both initiatives are geared to be simple, yet effective to maximize impact at farm level and minimize cost at brand and retail level.

### What are the differences between CmiA and BCI?

1. BCI is a global cotton standard while CmiA works in Sub-Saharan Africa only.
2. BCI works with farms of all sizes while CmiA works exclusively with smallholder farmers.
3. BCI does not differentiate between GMO and non-GMO while CmiA excludes the production of GMO crop.
4. The CmiA water and GHG footprint is distinctively African, while the BCI footprint will represent the world average.
5. CmiA allows retailers and brands to label their products while BCI does not.



Representatives of BCI, AbTF and COMPACI at the signing ceremony.



## Interview with Lise Melvin, former CEO of the Better Cotton Initiative

By Roger Peltzer (COMPACI Project Director)

*What do you think have been the major 2 – 3 achievements realized by the better Cotton Initiative (BCI) since its inception in 2005?*

**LM:** BCI has grown at a remarkable pace over the last 3 years and this is a significant achievement in itself. Alongside this growth BCI has managed to collect and analyze results that show that Better Cotton can make a difference in a positive way to profitability of growing cotton, while also reducing input use. BCI also has an almost 100% retention rate of members and partners so far.

*What have been the major 2 – 3 challenges, which had to be overcome by the BCI team and its stakeholders?*

**LM:** Well, there was certainly (and will be) many challenges.

I think the key challenges I experienced were continuing asking everyone to be patient with us – it takes time to change people’s behavior, which is ultimately what we’re asking everyone to do to get better.

Trying to find a globally relevant standard definition for Better Cotton that was inclusive, and at the same time locally applicable through implementation was challenging.

And of course, securing and developing the financing of the initiative kept me awake at night a lot in the early days – like it does with almost any start up organization.

*What are the strong points of the cooperation BCI-CmiA?*

**LM:** The partnership between Better Cotton and Cotton Made in Africa means that we can work efficiently and effectively to reach more and more African cotton farming communities.

It also allows us to facilitate easier market uptake, through recognition of Cotton Made in Africa as Better Cotton and tracking this through the same traceability system which can only encourage the industry to participate more.

A real strong point throughout the cooperation has been the time that we’ve had to exchange and develop ideas about how we can best work individually and together to create more sustainable cotton production across sub-Saharan Africa.

*What has still to be improved in this relationship?*

**LM:** The relationship now has to implement even more concrete activities together on the ground, such as working to expand the implementation of integrated pest management, elimination of child labor and measuring the impacts of the standards.



Lise Melvin

*Where do you see BCI/CmiA in 2020?*

**LM:** The future of this partnership can only be bright. Real change will be shown for thousands of African farms where women are playing active leadership roles and the profitability of growing cotton means farmers choose to grow cotton and spend their earnings wisely, as part of functioning cooperatives. This is what I would like to see – and in 2020 I’ll be sure to check what CmiA and BCI are saying in the news!

*What are your personal perspectives for the time beyond BCI?*

**LM:** I am going to take a four month sabbatical, go back to Kenya for a while and start writing – it may turn into a book – we’ll see. I still firmly believe that sustainable agriculture and the role of the markets in transforming is crucial for the future so I plan to continue to work in this space, doing consultancy and some coaching. •

### About Lise Melvin

Having worked in agriculture, development, environmental campaigning, learning consultancy, with business, NGOs and governments, Lise Melvin operates with a deep respect for diversity and difference.

- 2006-2013 CEO, Better Cotton Initiative
- 2005-2006 Director, Aspiral Learning
- 2005 Consultant Project Manager, Action Aid International
- 2006 MSc in Responsibility in Business Practice, School of Management, University of Bath
- 2001-2005 Executive Assistant, Greenpeace International
- 2001 BSc Hons. in Environmental Life Science.



## Workshop for Consideration and Awareness Regarding the Use of Pesticides and Durability in Cotton Production in Côte d'Ivoire

By Paul Alfred Batto (In charge of the cotton sector at ARECA)



Participants from Western Africa and Europe at the workshop on pesticides.

On 26th August 2013, in the town of Bouaké in the center of the West African country, a workshop was held for consideration and awareness on the topic of: **"Use of Pesticides and Durability in Cotton Production in Côte d'Ivoire"**. The principal aim of this workshop was to make the stakeholders in the cotton industry and all the other parties concerned aware of the rational use of pesticides on cotton in order to protect the environment and reduce the risks for users.

This meeting organized by the Cotton and Cashew Regulatory Authority (ARECA) and COMPACI under the auspices of the Ivorian Ministry of Agriculture (MINAGRI) brought together around forty participants from public administration, stakeholders in the cotton industry (producers' organizations, cotton associations), the industry management structures, agro-pharmaceutical companies and partner bodies – particularly COMPACI/CmiA.

Several presentations looked at the dangers connected with the exposure of users to pesticides and environmental effects, the issue of the adoption of innovative methods in the fight against cotton plant pests.

The discussions revealed that all stakeholders agree on the need to reduce the risks from the exposure of users to pesticides or even to replace the most dangerous pesticides with less dangerous pesticides, particularly active ingredients classified as 1a and 1b by WHO.

As representative of the national center for agricultural research (CNRA), Dr Germain Ochou spoke about the current challenges of phytosanitary protection in Côte d'Ivoire and

the contribution of research to the implementation of innovative combative methods including the approach of threshold treatments in the vegetative phase. It also emerged that, on the level of research, alternatives are being studied including the use of pheromones and trap plants.

After the CRNA, on behalf of Ivoire Coton, Bognan Amon described the experience of this cotton association with respect to the propagation of combative methods integrated particularly with threshold treatments in Cote d'Ivoire with the support of the COMPACI program. He demonstrated that, compared with calendar-based treatment, the producers undertook fewer insecticide treatments for at least the same yield.

Concerning phytosanitary legislation in Côte d'Ivoire, actions are currently being undertaken by the Department for Plant Protection and Quality Control (DPVCQ) and its partners with a view to training, making stakeholders aware in the field and reorganizing officials at the phytosanitary border control posts. The transport, storage and destruction of fraudulent products seized by the DPVCQ remains a major concern for the stakeholders.

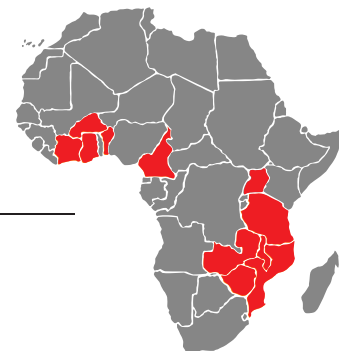
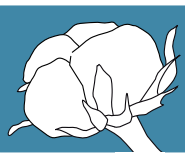
After the discussions on the four subjects expounded, the workshop made the following recommendations:

### In the area of the state:

- To set up a poison control center for follow-up medical treatment of the target populations;
- To reactivate the phytosanitary border control posts;
- To set up a mechanism allowing fraudsters to be made to pay the cost of destroying the pesticides seized and to create an enforcement body within the ministry of agriculture.

### In the area of the industry management structures (regulatory and inter-branch body):

- Within a reasonable period, to implement zoning as decided by the cotton industry reform adopted by the government;
- To take individual protection equipment into account in the specifications at the time of invitations to tender for the provision of pesticides;



### In the area of COMPACI:

- To inform all cotton associations of the conditions for compliance with the CmiA standards.

### In the area of all parties:

- To set up a platform for discussion and implementation of pesticide management activities (use, transport, storage, management of empty packaging etc.);
- To set up a system of toxicovigilance for the establishment of a database;
- To promote integrated pest management (IPM);
- To intensify training and information to stakeholders from the value chain (producers, supervisory agents, administrations etc.);
- To explore the options of a phyto applicator occupation in cotton. •



Paul Alfred Batto

### About the author:

#### Paul Alfred Batto

Trained as an agro-economist engineer with diploma from the agronomy college of the national polytechnic institute of Yamoussoukro (Côte d'Ivoire).

In 2002, conducted work within the "Résocot" project piloted by CIRAD on the subject of analyzing the performance of the African cotton industries.

Two years spent with the Coffee-Cocoa Co-operative Guarantee Fund (FGCCC) in structured financing activities and technical support for the co-operatives (from 2004 to 2006).

2006 to date: In charge of the cotton sector at the technical management of ARECA. The mission task comprises: monitoring of the activities in the agricultural campaign; monitoring the studies and projects in the industry; and identifying and implementing specific actions to regulate the industry and measures of governmental nature.

## Interview with Eric Weiss, M&E consultant for NORC in the COMPACI-Program

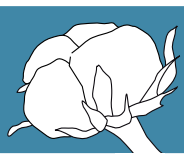


Eric Weiss

*In order to get more reliable data on farmers revenues and yields, COMPACI has this year introduced computer tablet and GPS-based surveys of representative samples farmers, which are done by the employees of the cotton companies in East Africa.. As part of these surveys, they do also crop estimates on the basis of boll counts. How does the reliability of the field survey data compare to the data which have been collected in the context of the baseline survey?*

**EW:** The reliability of the data coming from the in-field sampling survey is currently being assessed. In general, all of the data not dealing with cotton and other crop production and income streams appear to be equally reliable for the different survey approaches. For crop production data, farmers' recalls - on which most of the COMPACI survey questions on these topics are based - are of uncertain reliability. Answers may be biased by farmers never having known the production of a crop like maize which is never weighed, or they may have forgotten the amounts of cotton and other crops purchased by different buyers. Also, they may deliberately provide incorrect answers (especially if they have engaged in side-selling). For crop production data, in-field sampling surveys have the potential to be the most reliable method of gaining accurate data as shown by some of the West African partners. However, the methodology and the calculations have to be carefully tested and calibrated to be sure that they are correct. This in turn may require comparison to other data (such as cotton company purchase data) which may themselves not be completely valid. Note that plot size questions must, under all survey formats, be addressed by the use of GPS devices; farmer declarations based on other plot size estimation methods have conclusively and repeatedly proven to be completely unreliable.

*In M&E Discussions the mainstream thinking is that impact measurement should be completely independent from project*



*implementation. We are starting however to learn that both the reliability and accuracy of data may increase if we use company extension personnel as enumerators instead of university students or other external enumerators not being familiar with the environment, where they have to do the interviews. What is your experience and comment?*

**EW:** More generally, the concept of having M&E being independent of program implementation is to ensure objectivity in the M&E work which may not be the case if program implementers are involved. In COMPACI, using external enumerators from a professional survey organization has the advantages of more objectivity regarding the reported answers, more experience doing surveys and entering data, but much less experience in dealing with the technical details of cotton farming and farmers.

In comparison to this, using extension staff as survey enumerators has the advantages of the enumerators knowing the survey areas, the farmers, the local language, and the specifics of cotton farming. However, in spite of this, the Zambia/Zimbabwe Yield Estimation data contain a number of cases wherein the farmers gave clearly incorrect answers regarding cotton issues, but some extension staff enumerators, rather than asking further questions to clarify/correct this, simply entered these obviously wrong answers into the tablets.

My conclusion is that, on balance, with more training from COMPACI/NORC and "motivation" from company management, extension staff may be preferable for quantitative surveys because their knowledge and experience with cotton outweigh the risk of possible bias in the answers.

*In doing statistically properly done cotton boll estimates we will no longer necessarily need figures on cotton produced/sold and can thus avoid to deal with the issues of side-selling and inter-family trading. What are your experiences so far? What are the challenges still to be resolved?*



Practicing interviewing farmers (practice was in groups of 2-3 to help each other, in the actual survey each enumerator was alone)

**EW:** It is true that once the boll weight estimation method is calibrated and validated, there will no longer be a need to consider side-selling, etc. But, right now when these methods are somewhat experimental and being piloted, the conceptual approach, equations, and software calculations have to be analyzed and validated by comparison to purchase data and so at this point cotton purchases, side-selling, and inter-family trading, are very much a consideration.

For now I see the major challenges for this method as ensuring that the boll weights provided by the companies are extremely accurate – an error of X% in the boll weight leads directly to an error of X% in the estimate of production – and in getting accurate cotton purchase data to compare to the estimates.

*How will we make sure that the software and technology for sample surveys and analysis of the collected data are transferred to our cotton company partners, so that they can do the analysis in the future on their own?*

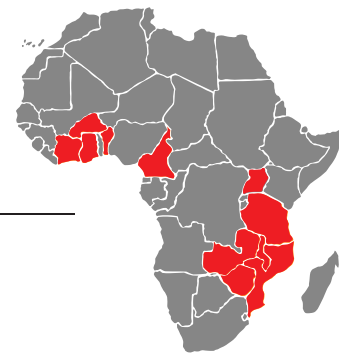
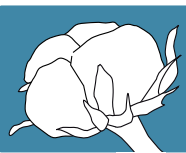
**EW:** The answer to this depends on exactly what capability is to be provided to the cotton companies for their use in the post-COMPACI period. There are three basic models of what might be done, each with different levels of sophistication and separate requirements. These models, from the simplest to the most complex, are:

1. **Basic Model:** In this simplest scenario, the cotton companies are only going to use the in-field sampling components of the current survey; the farmer interview part would be dropped. In this case NORC would develop a stand-alone survey tool consisting only of the in-field sampling procedures and calculations. The cotton company staff would go to a farmer's field and:

- a. Enter some identification and location data for that farmer
- b. Measure the farmer's field(s) with a GPS
- c. Select sample strips of several cotton rows and for each sample strip count the number of plants, the number of bolls, and also measure the inter-row separation distance

The tablet would calculate and then display the estimated production and yield of that field along with the average values of the measured parameters. The enumerator would write these data on a specially designed form which would be used to enter these data into an Excel spreadsheet. The cotton company would then use a special Excel Macro developed by NORC to produce standardized reports on production, yield, number of bolls per plant, etc for the farmers whose fields were sampled.





**2. Middle Model:** In this model the basic features are as above, but now the data from the stand-alone in-field sampling module are stored in the tablets and uploaded to a host server where some automated reports are generated and sent to the cotton companies. In addition, the organization whose server hosts this tool would send datasets to the companies in either Excel or SPSS format so that company personnel could analyze the data if they are able to do so.

**3. Full-Capability Model:** This model would essentially replicate the survey procedures, types of results, and services to the cotton companies that today are provided by COMPACI and NORC. This is the most robust alternative in that it would provide the cotton companies with the widest range of information and could be customized to each company/country. However, this option comes at the price to the companies of a long term requirement for consulting and software hosting services.

Under this model, the survey tool would not be limited to the in-field sampling for production and yield estimation, but would include the farmer interviews, customized for each country and cotton company. The tool would not be necessarily limited to the representative samples of farmers currently surveyed but could be used on any subset of the company's

farmers. Note that the farmer interviews would require the extension staff to act as survey enumerators.

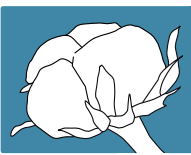
In this model all collected data would be uploaded to the server where the software is hosted, and consultants there would process it and, as needed, prepare analysis reports to be sent to the companies. •



Preparing the enumerators with final comments before they begin the actual practice interviews and fieldwork

**About: Eric Weiss**

<p><b>Education</b></p>	<ul style="list-style-type: none"> <li>• The University of Arizona, Tucson, AZ PhD, Arid Lands Resource Sciences (1998)</li> <li>• University of Southern California, Los Angeles, CA MA, Mathematics (1967)</li> <li>• Temple University, Philadelphia, PA BA, Mathematics (1965)</li> </ul>
<p><b>Program Monitoring and Evaluation (M&amp;E) Experience</b> (Selection)</p>	<ul style="list-style-type: none"> <li>• Designated technical manager to plan, set up, and implement a large M&amp;E system designed to track outputs and outcomes of two projects financed by the Bill &amp; Melinda Gates Foundation: COMPACI and the African Cashew Initiative (ACI).</li> <li>• Provide training on the IFAD results and Impact management System (RIMS). This work entails training of national staff in household survey methods and anthropometric measurement of children less than 5 years old. Provide assessments of UN IFAD M&amp;E capacity in Asia-Pacific Division. Provide support to baseline data collections and M&amp;E capacity building for Right To Play under the direction of the CORE Initiative</li> <li>• Trainer for the Monitoring, Evaluation, and Reporting (MER) software system developed by CARE (1999-2004)</li> <li>• M&amp;E and Strategic Planning Workshops and Technical Assistance provided in the U.S., Central America, Africa, and Southeast Asia (1999-Present)</li> </ul>
<p><b>Food Security Experience</b> (Selection)</p>	<ul style="list-style-type: none"> <li>• Analysis of data from 3 rounds of a UN World Food program (WFP) survey of livelihood and food security in Indonesia (April– Nov. 2002)</li> <li>• Support to USAID food security analysis in Madagascar (2000)</li> <li>• Analysis of CARE food security programs in Indonesia (1999)</li> <li>• Support to USAID sponsored food security analyses in Malawi (1995-1997, 2001)</li> </ul>



## Ethiopia: The Latest Destination for CmiA and COMPACI

By **Asefa Aga** (General Manager, Ethiopian Cotton Producers Ginners and Exporters Association/ECPGEA)

Ethiopia has become one of Africa's emerging textile and apparel exporters. The country is planning to reach an important export earning milestone of 1 billion USD from textile and apparel in the coming two years. Favorable agro-climate for cotton production, availability of cheaper electricity and trained labor force, and attractive investment incentives were the reasons for attracting foreign investors from countries like Turkey and India. According to the renowned cotton consultant Gérald Estur (12/2012), Ethiopia is the only country in which mill usage is increasing in Africa. For that reason, agricultural production, ginning and marketing have to catch up with this ever increasing spinning capacity. Therefore, ensuring equitable growth in the cotton production and subsectors of the Cotton Textile and Apparel (CTA) value chain is the current challenge. Opposite to other SSA countries, Ethiopian cotton production is dominated by large scale commercial farming which contributes 65-70 % to the national output of 35 – 40,000 tons of lint cotton. To ensure a sustainable supply of cotton, the Government has leased more than 180,000 ha of land to local and foreign cotton producers. To stimulate the promising smallholders' cotton production, a support package is being prepared. All in all the above described policies will ensure a sustainable supply of lint to the spinning mills.

In line with the government's strategy in Ethiopia, a Memorandum of Understanding (MoU) has been signed by the three major stakeholders along the Ethiopian cotton and textile value chain and AbTF and DEG to implement the CmiA standards, namely: Ayka Addis Textile & Investment Group (Ayka), the biggest vertically integrated textile mill in the country, Amibara Agricultural Development, largest cotton producer and ginner, and the Ethiopian Cotton Producers Ginners and Exporters Association (ECPGEA). In the pilot stage, smallholder cooperative unions have been identified in the Metema region and the Awash valley, which will produce the raw product for at least 5,000 tons cotton lint production. Afterwards, Ayka will purchase the CmiA verified cotton. CmiA will help the smallholders to boost their production and therefore their income with farmer trainings and facilitated market access. Further along the value chain, Ayka will produce textiles according to CmiA standards and will thus benefit from the growing demand in sustainable clothing in Europe.

### Brief on ECPGEA

ECPGEA was established in 2009 as an autonomous non-governmental, non-political and non-profit organization that acts on behalf of its 65 members, contributing 75-85% to the cotton lint and cotton oilseed output. The ECPGEA undertakes extensive networking activities with local and international partners to exchange information on all issues regarding the cotton and ginning sector. The Association strives to ensure that Ethiopian cotton production and gin-

ning are efficient and internationally competitive. Therefore, it provides its members with access to know-how, technology and inputs for the production of cotton as well as with information about investment, marketing and partnerships in the sector. At the same time, the Association wants to ensure that the local community equally benefits from the cotton production and is deeply committed to sustainability and environment. •



Asefa Aga

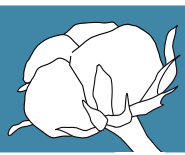
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#### Education

(Sept/1989 - Sept/1992) B.Sc. degree in Agricultural Economics, Alemaya University of Agriculture

#### Work Experience

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- Feb/2009 - May/2009: Executive Director, Ethiopian Horticulture Producer Exporters Association
- Sept/2005 - Jan/2009: Marketing Officer, South African Embassy in Addis Ababa
- July/2004 - April/2005: Program Officer for ACE (Agricultural Cooperatives in Ethiopia), ACDI/VOCA/ETHIOPIA
- July/2002 - July/2004: Agricultural and Agro-industry Sector Head, Public Enterprises Supervising Authority
- Jan/2000 - July/2002: Plan and Market Research Service Head, Ethiopian Coffee Export Share Co (State owned Coffee Exporter)
- Nov/1996 - Jan/2000: Economist and Plan and Programming Service Head, Middle Awash Agricultural Development Enterprise (State owned Commercial Cotton production)
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## News from Cotton made in Africa

By Tina Stridde and Christina Bredehorst  
(Aid by Trade Foundation)



### 1. NEW LOGO

Cotton made in Africa's logo has undergone a renewal. The new and more emotional look is easier to understand and also more recognizable so as better to communicate to the end consumer. With this refresh we have also reacted to the fact that CmiA can be sourced according

to the two sourcing models "mass balance" and "hard identity preserved". It has substituted the old one since 1 October 2013. We are happy to present the new logo at this stage.

### 2. UPDATE SALES

**Increasing Demand for Cotton made in Africa Cotton: Textile Company Gerhard Rösch New Demand Partner**



The textile company Gerhard Rösch, specialized in lingerie, is supporting the Cotton Made in Africa initiative (CmiA) for the first time with its latest fall / winter collection. The NOS (never out of stock) collection will be available worldwide from 04 August 2014. Since June 2013, the long-established company from Swabia has been a partner of CmiA, thereby increasing its focus on sustainably produced raw materials.

From August, Rösch will offer a new NOS series as a mix and match collection in single jersey cotton from CmiA cotton, thereby promoting the cultivation of sustainably produced cotton in Sub-Saharan Africa. *"We are working intensively on using sustainably produced material for our collection. Through our partnership with the Cotton Made in Africa initiative and thanks to our demand, we are able to support the African cotton farmers. This is a win-win situation - both for us as well as for the smallholders,"* said Andreas Söffker, managing director of Gerhard Rösch.

With its brands Rösch Creative Culture and Féraud Paris, Gerhard Rösch GmbH is one of the leading German lingerie and swimwear manufacturers. For more than 60 years, over 3,000 customers worldwide have relied on the quality clothing from Germany.

### 3. WATSON-PROJECT

**Six months after the Watson exhibition came to a close in Hamburg, the photography project is still making news:**

**Cotton made in Africa goes Upcycling-Fashion**

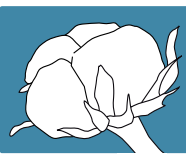
Cotton made in Africa blazes a path by means of the latest project devoted to „Upcycling“: Out of discarded posters that had advertised the exhibition *"Albert Watson: Visions feat. Cotton made in Africa"*, designer Julia Starp created upcycled fashion pieces like dresses and purses: *"As a result of the cooperation with the well-known photographer Albert Watson, the public has access to impressive pictures that gives a better understanding of the Cotton made in Africa project regions in Sub-Saharan Africa and of how CmiA smallholder cotton farmers and their families live. It was an exciting challenge for me to use these illustrations for my designs. I am happy to be part of the whole project and to continue making its message visible for the public,"* Julia Starp comments. She is one of the most important eco-fashion designers in Germany. The Berlin Fashion Week is unimaginable without her inspiring designs.

**End of Watson-exhibition in Cologne**

Since April 28 the Rautenstrauch-Joest Museum in Cologne has been showing over 40 exclusive and impressive photographs by Albert Watson, one of the most successful fashion and portrait photographers in the world. The exhibit **"Albert Watson: 14 Days in Benin"** was initiated by DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, (German Investment and Development Society) and Ernsting's Family, a Cotton made in Africa Initiative demand partner, as part of the "Albert Watson: Visions feat. Cotton made in Africa" retrospective shown in Hamburg.

Upcycled Fashion by Julia Starp |





## 5. BURKINA FASO: Social Project Successfully Completed

In April 2013 Otto Austria and the AbTF accompanied press representatives to Burkina Faso who wanted to visit Cotton made in Africa smallholder farmers and get an impression of the basic education project for cotton families in the form of alphabetization courses. The project has been initiated by the AbTF and supported by DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, (German Investment and Development Corporation), Otto Austria, Faso Coton and Welthungerhilfe (WHH). Some months later the project ended with great success: More than 5,300 smallholder farmers received a basic education in reading, writing and arithmetic. The program consequently exceeded its initial goal of teaching literacy to roughly 5,000 people by summer 2013.

Approximately 7,000 people enrolled in literacy courses in the Bazéga region, more than 6,000 participated in the courses, and more than 5,300 women and men successfully completed the courses by passing the final examinations. Women, in particular, benefit from the education project: More than half of the course participants enrolled and of the graduates were female. Kabore Germaine, the wife of one of the cotton farmers from Kuizili and mother of four, explained the advantages: *"After two years, I can now read and write Moré. It's very important for my business to be able to do arithmetic. Now, I can go back and reread the recommendations I get on my family's health in my notes and make sure that my children regularly go to school."*



### IMPRINT

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In addition to the courses, all teachers were provided with the opportunity to receive further education and training in pedagogy during the project.

Originally scheduled to run three years, the program was extended by ten more months due to the widespread interest by cotton farmers and OTTO Austria's commitment by: *"As a company it is important for us to act sustainably, and to offer support on a long-term basis,"* explains Georg Glinz, Head of Marketing at OTTO Austria.

Welthungerhilfe and the non-governmental organization ORGANIC led the project on the ground – in close cooperation with the Provincial Directorate of the Ministry of Basic Education and Literacy (DPEBA) and the cotton company Faso Coton.

## 5. AbTF BOARD MEMBERS: Baroness Lola Young and Janina Otto join the Aid by Trade Foundation Board of Trustees

The AbTF would like to warmly welcome two new members to its Board of Trustees: Besides Janina Otto, Director of the Ana Kwa Ana Foundation, Baroness Lola Young has become a new member of the organization's highest body. In this edition we would like to present Baroness Lola Young to you.



Baroness Lola Young

Dedicated to sustainable fashion and African smallholder farmers, Baroness Lola Young joined the Aid by Trade Foundation (AbTF) Board of Trustees, led by AbTF's founder Dr Michael Otto, in June 2013. The Board meets twice a year to ensure that the Foundation's overriding goals – improving socio-economic living conditions in Africa and promoting environmental conservation – are being successfully met. The British peer of the realm Baroness Lola Young has already been active on behalf of the Foundation and its Cotton made in Africa (CmiA) Initiative as ambassador in Great Britain since February 2012.

Lola Young works tirelessly throughout the world to promote the production and consumption of sustainable fashion. *"Joining the Board is a chance for me to be even more involved in the work of the Aid by Trade Foundation,"* Young noted. *"Since I visited Zambia in 2011, it has become even clearer to me why it is so important to fight for sustainable raw materials in fashion. Even small changes in the way consumers and producers think can have a positive and very concrete effect on the lives of local people."* •