

CmiA & COMPACI-News

Competitive African Cotton Initiative

From Mount Kilimanjaro to the Rhine River: Next Stakeholder Conference in Cologne

The 7th Stakeholder Conference of Cotton made in Africa (CmiA) and the Competitive African Cotton Initiative (COMPACI) was a great success: End of October 2013, more than 120 professionals from the world of business, politics and society came together at the foot of Kilimanjaro in Arusha (Tanzania). One major focus of the debate was the issue of "African textile production and sales opportunities in Africa." A special highlight of the three-day conference was the fashion show of CmiA partner Vlisco, who presented its colourful African designs (see also article on page 12) as well as a visit to a vertically integrated textile mill. Thereby, most participants were able to gain new insights into the African textile industry and fashion scene in addition to the discussions about these topics.

This year we look forward to the 8th CmiA & COMPACI Stakeholder Conference which will take place in Cologne (Germany) from 24 to 26 September 2014. •

24 -26 September 2014



SAVE THIS DATE

Cooperation between ACTIF, Cotton made in Africa and COMPACI



From l. to r.: Christoph Kaut (CmiA), Roger Peltzer (COMPACI), Jas Bedi (Chairman ACTIF), Rajeev Arora (Executive Director ACTIF)

The African Cotton and Textile Industries Federation (ACTIF) is a non-profit making regional industry/trade promoting body established in June 2005 by the cotton, textile and apparel sectors from Eastern and Southern Africa. Its membership covers the COMESA, SADC and the EAC trading blocks, and includes national allied associations from 25 African countries. ACTIF's mission is to develop and successfully deliver services that enhance our members competitiveness in the world market.

Our core services include: Advocacy activities to address key policy issues impacting regional trade and international Trade; Enhancing Competitiveness of our members by promoting knowledge transfer, new investment and technology upgrades; Trade Linkages by promoting a regional supply chain, B2B activities and developing linkages with key markets including USA, EU, India, China and information service by providing a platform for exchange of information, sharing of market data, country profiles and focussed sector reports.

In the month of October 2013, ACTIF entered into a cooperation agreement with the Competitive African Cotton Initiative (COMPACI) / Cotton made in Africa (CmiA) to work together

in a range of strategic areas. This includes: Exchange of information through sharing and contributing to respective publications; mutual invitation to each other's conferences and meetings in order to interact with each other's stakeholders; and structural support to strengthen the ACTIF organizational capacities to organize Sub-Saharan African wide the cotton ginning sector.

ACTIF is excited to cooperate with COMPACI and AbTF and looks forward to build on this linkage along its mandate of promoting trade in cotton, textile and apparel and promoting value addition of Cotton made / grown in Africa from fibre all the way to finished garments. •

About the author

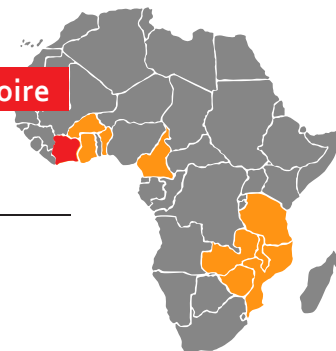
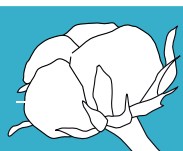
Rajeev Arora, Executive Director, ACTIF

Rajeev Arora is an apparel industry executive with more than 36 years of international experience and specifically 26 years in Eastern and Southern Africa region that includes managing 100% export-oriented manufacturing facilities and representing buyers worldwide, expertise on export policies in Africa under various Bilateral Trade agreements, successful development of vendor base and quality assurance & management of vendor performance in over 16 countries in Africa.

Rajeev Arora is presently working as the Executive Director of ACTIF and has successfully achieved several issues including value chain development, trade enhancement under B2B and other platforms, investment promotion for textile and apparel, advocacy – regionally and internationally.



Rajeev Arora



Workshop on Experiences in Implementation of Farmer Business School (FBS)

By **Veronika Kling** (Junior Advisor, GIZ)



Women participating in the workshop

The COMPACI regional office for West Africa organized a workshop from 27 to 30 August 2013 in Bouaké, Côte d'Ivoire. The event brought together over 30 participants from seven countries, namely Benin, Burkina Faso, Cameroon, Côte d'Ivoire, Ghana, Malawi and Nigeria. The principal aim was to provide a platform to share experiences, benchmark, improve skills and present future plans for the implementation of Farmer Business Schools (FBS).

Participants included private cotton companies, representatives of farmer-based organizations from AProCA and AFFICOT-CI, the Cotton and Cashew Regulatory Authority (ARECA) of Côte d'Ivoire, and FBS master trainers from the aforementioned countries. The presentations showed that partners who have been for a longer time with COMPACI are on the right track to implement the FBS trainings. Those who joined the project later took the chance to learn from the experiences and discussed how to optimize the launch of FBS in their operational area. On the last day of the event, the participants had the opportunity to visit ongoing Farmer Business School trainings in some communities in the zones of two companies based in Côte d'Ivoire, SECO and Ivoire Cotton.

In August 2013, the discussions revealed that most partners are still in the learning phase and are about to start delivering trainings on a large scale. During the workshop and follow-up field visits until the first quarter of 2014 the following issues were addressed:

In the area of implementation:

- Costs of trainings can be significantly reduced once the companies have passed the "learning period" and will go for large scale training;
- Implement a cost-effective approach for scaling up FBS trainings, such as the printing of documents in large quantities, elimination of incentives in the form of food and drinks provided to participants during trainings;
- Select the optimal number of trainers based on the set goals and make sure they conduct a maximum number of trainings per year;

- Encourage female participation in order to reach the set target (27% women);
- Ensuring the quality of the training through evaluating and improving the skills of the trainers and revising of training documents;
- Improve use of documents during and after the training;
- Make reference to FBS modules throughout the year at appropriate times, e.g. at the beginning of the season of the cropping calendar and the application of GAP, at the time of input delivery and use, make reference to the documentation in the workbook, etc. to encourage appropriate decision making, and the impact on yield, productivity and economic benefits.

Impact of the Farmer Business School:

Although NORC is doing external evaluation, Olam Ghana Ltd and ProAgri in Benin have conducted their own studies looking at impacts in different areas, e.g. usage of cropping calendar for the planning of agricultural activities, keeping records during the season, benefits of opening a bank account, changing patterns in diet. Other partners also showed their devotion to the continuation of Farmer Business Schools and are eager to see the impact of the trainings.

Achievements so far:

The pace of the implementation has accelerated during the past months and experienced partners are successfully scaling up the training. The latest numbers of trainings for West Africa can be seen in the following table:

Country	Partner	Number of producers trained	% of women
Benin	ProAgri	13800	30%
Burkina Faso	Faso Cotton	3200	12%
	SOCOMA	1400	26%
Cameroon	SODECOTON	540	
Cote d'Ivoire	Ivoire Cotton	2200	5%
	SECO	2200	23%
Ghana	Olam Ghana	4500	39%
	Wienco	2300	39%
TOTAL		30140	27%

Future steps:

- Supervision and evaluation of performance checks should be done continuously to ensure quality of trainings and to improve delivery as well as to adapt training documents;
- Start SMS system and computerized platform to gather information on the trainings (location, number of participants, level of satisfaction, etc.) for ease of operational monitoring and logistics;
- Strengthen farmer-based organizations to stimulate the interest of producers to engage the organization and initia-



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Nigeria



tion of FBS trainings in order to improve entrepreneurial skills of farmers;

- Piloting of trainings with materials in local languages to further enhance use of documentation provided and to further encourage autonomous use of farmer workbooks for record keeping;
- Adaptation of the production centered concept to fit the promotion of entrepreneurship in small scale processing, especially for women groups;
- Establish evidence of improved productivity and benefit from input supply, technical training, entrepreneurship and access to credit. •



About: Veronika Kling

Since 2013, **Veronika Kling** has been working as Junior Advisor in the COMPACI team operating from the GIZ office in Accra, Ghana. She supports partners at the cotton companies in the implementation of the specific COMPACI project related activities. She holds a Master in Development Economics of the University of Göttingen, Germany, and has a degree in Applied Economics from the Corvinus University of Budapest (Hungary).

Communiqué for Cooperation with Nigerian Cotton Stakeholders

By **Laura Franken** (Intern, DEG)



From left to right: Hamma Ali Kwajaffa, Roger Peltzer, Damilola Emmanuel Eniaiyaju, Anibe Achimugu

This February, DEG hosted a meeting for a delegation of cotton stakeholders from Nigeria to discuss a possible cooperation with COMPACI and CmiA. COMPACI project director Roger Peltzer welcomed Mr. Hamma Ali Kwajaffa, National Cotton Association of Nigeria (NACOTAN), Mr. Damilola Emmanuel Eniaiyaju, Nigerian Federal Ministry of Agriculture & Rural Development (FMARD), and Mr. Anibe Achimugu, Arewa Cotton Company. Two representatives of Plexus Cotton Limited, Mr. Fritz Grobien and Mr. Nick Newns, also joined the meeting. The meeting was facilitated by ACTIF (via NACOTAN) and sponsored by DEG.

Based on various presentations, the participants discussed different aspects of cotton in Nigeria, including the Nigerian Agricultural Transformation Agenda, the National Cotton Plan, the work of NACTOTAN, and the activities of Arewa

Cotton Company. Mr. Peltzer gave an introduction to both the COMPACI project and the CmiA standards. Furthermore, all attendants exchanged on government regulations and current developments in the Nigerian cotton sector.

The meeting concluded in the signing of a communiqué between DEG, FMARD, NACOTAN and Arewa Cotton. The communiqué states that DEG has an interest to promote COMPACI in secure Nigerian cotton growing areas, possibly in the south west and north central states of the country which might serve as a pilot for the COMPACI project. This will be explored through a field visit and a report on the current situation in these areas. For the future cooperation with COMPACI in Nigeria, a formal commitment via a Memorandum of Understanding is planned. •

About: Laura Franken

Laura Franken has been working for COMPACI as an intern since October 2013. Prior to her undergraduate studies in Political Science at the Free University of Berlin, she had completed a voluntary service in Atakpamé, Togo, where she organized and conducted a literacy class for women. Following her work for COMPACI, she will pursue a Master of Public Policy.



Experiences From Cameroon: Testing the Hand-Held Cotton Harvester

By **Fernand Sadou** (Head of Division Professionalization, SODECOTON)



Farmer using a hand-held cotton harvester

SODECOTON and CNPC-C learnt from the CmiA & COMPACI Newsletter that there are hand-held cotton harvesters on the market. In the magazine it stated that the devices had been tested successfully in Ghana, Zambia, Malawi and Zimbabwe. SODECOTON and CNPC-C therefore decided to test the harvesters in the field with smallholder cotton farmers in Cameroon, with the aim of increasing the yields of agricultural businesses, as well as modernizing them. The device (brand name: VIRAT), which is manufactured in India and is solar-powered, caught the attention of SODECOTON and CNPC-C. Following discussions with the manufacturer, facilitated by COMPACI, the two organizations placed an order totaling ten prototypes for testing purposes. The devices ordered were delivered in January 2014, at a time when most of the plots of land had already been harvested manually. Despite the delay to the delivery, SODECOTON managed to organize field exposure exercises in all of the regions, both on the sectoral and zonal level. Pending the reports on the tests, we estimate that several thousand cotton smallholders (approx. 5,000) attended the sessions, of which more than a third were women. In general, women make up the majority of the workforce for harvesting in family agricultural businesses.

The testing sessions produced the following positive results:

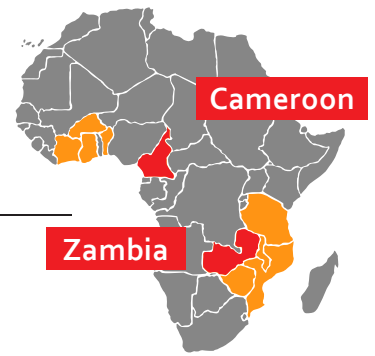
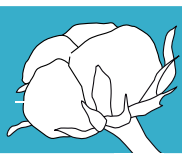
- The hand-held device was very well received by the smallholders
- Many smallholders attended.
- The device works very well in fields where the cotton is already very fluffy.
- Under identical harvesting conditions, the weight of the harvested cotton is greater using the VIRAT hand-held device, than the weight of cotton harvested by hand.
- Cotton harvested using the device has a better visual quality, than of that harvested manually.
- Injuries caused by the bracts of the fiber bolls are minimal or non-existent.
- The hand-held device delivers additional benefits such as providing light or charging mobile telephones. This is very much appreciated by the smallholders who do not always have access to electricity.

The testing sessions also highlighted a number of suggestions for improvement, as follows:

- Before final confirmation, the performance of this device will be tested once again during the next campaign under more ideal conditions, as the output claimed by the manufacturer (200 kg/day) was not achieved during the tests.



Fernand Sadou (in the red shirt) during the field demonstration of the cotton harvester



- The connection cables are very fragile and needed to be revised/adjusted, especially the diameter and the suture system (junction).
- The cuff of the harvester is very short and needs to be lengthened to avoid the user from bending down too much
- The opening of the harvester's framework also needs to be widened, to avoid frequent jamming and intermittent blockages of the rotor

Finally, despite the various parameters of the device needing improvement, many cotton smallholders proved to be very interested in it. We are aware of the demand from the smallholders, because they are constantly asking us how much the harvester costs.

We have also noted considerable interest from smallholders with larger plots of land (5 ha or more). •

Appendix

The table below shows the results of the tests: «Manual harvest vs. harvest using the VIRAT hand-held device». The table is derived from monitoring by SODECOTON's technical support department.

Region	Guider				Touboro				Average	
	1st test		2nd test		1st test		2nd test			
Type of harvest	Manual	VIRAT	Manual	VIRAT	Manual	VIRAT	Manual	VIRAT	Manual	VIRAT
Time, effective (hrs)	7.78	7.78	9.47	7.33	7	7	7	7	7.81	7.28
Time, break/downtime (hrs)	0.92	1.53	0.55	0.82	0.5	0.58	0.75	0.67	0.68	0.9
Total	8.7	9.32	10.02	8.15	7.5	7.58	7.75	7.67	8.49	8.18
Quantity of cotton (kg)	21	30	64	62	23	24	22.5	23	32.63	34.75
Quantity of cotton per hour (kg/hr)	2.41	3.22	6.39	7.61	3.07	3.16	2.9	3	3.69	4.25
Quality of cotton (visual selection)	2nd	1st	1st	1st	2nd	1st	2nd	1st	2nd	1st

“I was the first woman in my company who rode a motorbike!” COMPACI Gender Workshop

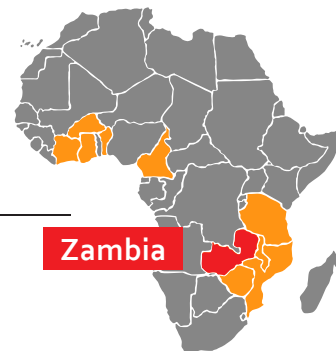
By Isabel Sommer (Junior Project Manager, GIZ) & Daniela Bröker (Junior Advisor, GIZ)

Even though the title might imply otherwise, an important part of a Gender Desk Officer's (GDO) job description is actually going into the field and meeting women farmers as well as targeting male participants through trainings. Thus, one sentence we heard from more than one of them during our three day Gender Workshop was: "I was the first woman in my company who rode a motorbike!" But this is not the only similarity we could identify.

The overall COMPACI aim in regards to gender equality therefore is to fully integrate female and male cotton farmers into all activities to



Participants of the workshop



Zambia

increase production and household income. But what are the consequences of the agreed gender objectives for the daily work of cotton companies on the ground? To find out more about this, a workshop took place in Lusaka from 29th to 31st October 2013, aimed at sharing lessons learned, discussing companies' gender strategies for COMPACI II as well as challenges of implementation in their daily work. For example, Loyce Tembo, from GLCC in Malawi, told us that all company staff undergoes gender sensitization training three times a year. This impressive success is achieved because GLCC's management clearly supports her work by providing transportation for all of Loyce's activities. Nancy Nkole told us about NWK's companywide gender policy and Merit Tembo, who just became a GDO at Alliance Zambia, shares her ambitious plans for the next two years.

Most partners who were already active in COMPACI I have by now established collaboration with women groups, and new partners showed a lot of interest in their approaches. Violet Zulu's presentation about Cargill's Women Clubs was followed by a lively discussion in the course of which many detailed questions were asked, particularly by new partners who are still in the early stages of establishing a gender strategy. Jordan Macy from Wienco Ghana and also Boureima Sanon, part of the COMPACI Gender Team in West Africa, our two male participants, provided an insight into specific characteristics in the area of gender in Western Africa.

Since the GDOs are not only the ones promoting gender equality on the ground but also the ones reporting back to the COMPACI Gender Team, one day of the workshop focused on monitoring and evaluation. While discussing different types of indicators, the planning of activities led to realize that a lot has already been done but more detailed operational planning and regular monitoring can result in improved reporting. On field level some major challenges mentioned by several GDOs were:

- Cultural traditions regarding gender roles
- Low literacy and confidence level of women
- High expectations and demands from farmers also in regards to incentives given
- Instability of women's groups during times of low cotton prices.

GDOs reported that many farmers stopped growing cotton when financial outcomes were not as high as expected. It was argued that this may be addressed by supporting other income generating activities, as it was also presented by the participants Samira Ferreira and Maria Selemene from Mozambique, who try to support women in processing of moringa. The input of our gender expert Salome Nkazwe from Women for Change, a Zambian NGO, was highly valued by all participants, not only on this topic. She emphasized that the creation of women's groups should not be the aim itself but

rather a means to make women earn money from growing cotton. All GDOs agreed that changing peoples' minds takes time, which makes it even more important to create continuity and address both male and female farmers. But some challenges from company side were also reported by the GDOs:

- Transport to reach farmers is a major issue and thus leads to less active implementation as well as supervision of activities (danger of standstill of field activities)
- Some companies have not permanently hired a separate GDO for the time being

We feel confident that this workshop contributed to our effort of reaching the gender objectives and working together for equality in the cotton sector. •

A similar workshop will be held with our West African Partners in Natitingou, Benin from 02nd to 04th of June 2014. The overall objective of this workshop will be to facilitate exchange of experiences and mutual learning from partnering country representatives about gender activities implemented with cotton farmers in the respective countries.

About the author: Isabel Sommer

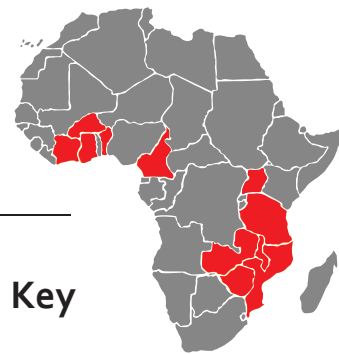
Isabel Sommer is a Junior Project Manager for COMPACI at GIZ Germany. She is responsible for the gender component of COMPACI and assists in project planning and M&E. She holds a Master of Arts in International Relations /Peace and Conflict Studies from Goethe University Frankfurt and a Bachelor of Arts in Political Science from Philipps University Marburg. Before joining COMPACI she had gained experience with GIZ in Uganda.



About the author: Daniela Bröker

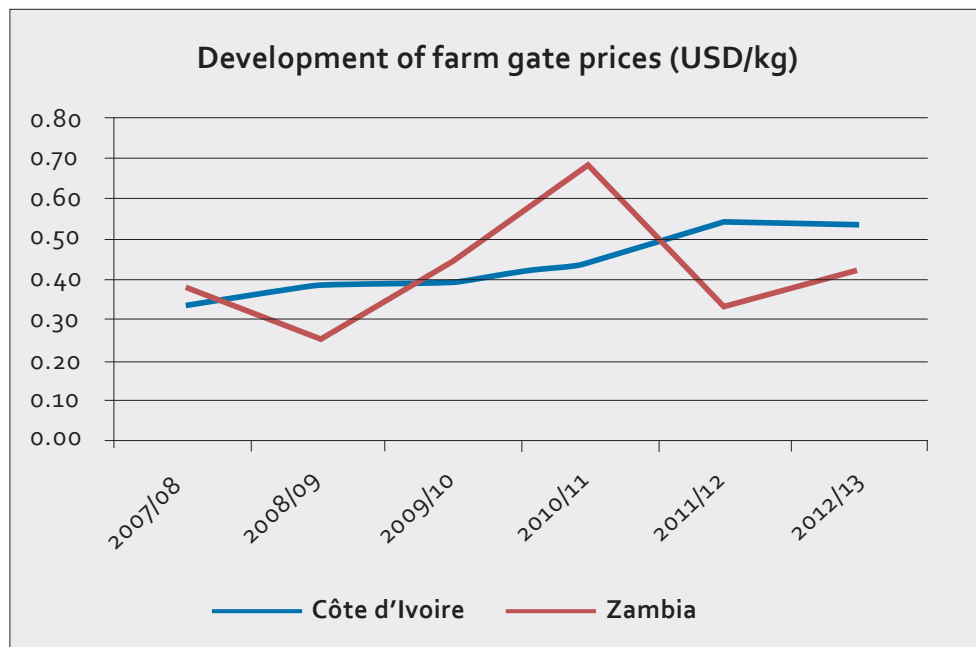
Daniela Bröker is currently working as an advisor for COMPACI in Lusaka, Zambia. She is responsible for the monitoring of the social projects under COMPACI and assists the local partners with project planning and M&E regarding gender issues. Moreover, she supports the partners coordinating the Farmer Business School Trainings (FBS).. She holds a Master's Degree in Sociology from Justus-Liebig University Gießen. Before joining GIZ she had worked for the Carl Duisberg Centre in Cologne and gained experience while working on social projects in India.





Seed Cotton Purchase Price Stabilization and Predictability a Key for Farmers Loyalty to Cotton

By Roger Peltzer (COMPACI Project-Director, DEG)



In Western Africa seed cotton purchase prices are agreed upon between the ginning companies and farmer organizations (partly with some government interference) in April before planting. Price fixing is done on the basis of a formula, which reflects past, present and projected world market prices. In Eastern Africa, on the other side, the seed cotton purchase price is fixed right before harvest and might fluctuate even during the buying season. This reflects the world market prices at the point in time when buying takes place.

The prefixed purchase price forces the West African ginning companies to sell their cotton to a large extent on a forward basis up to 12/14 months before shipping. As they

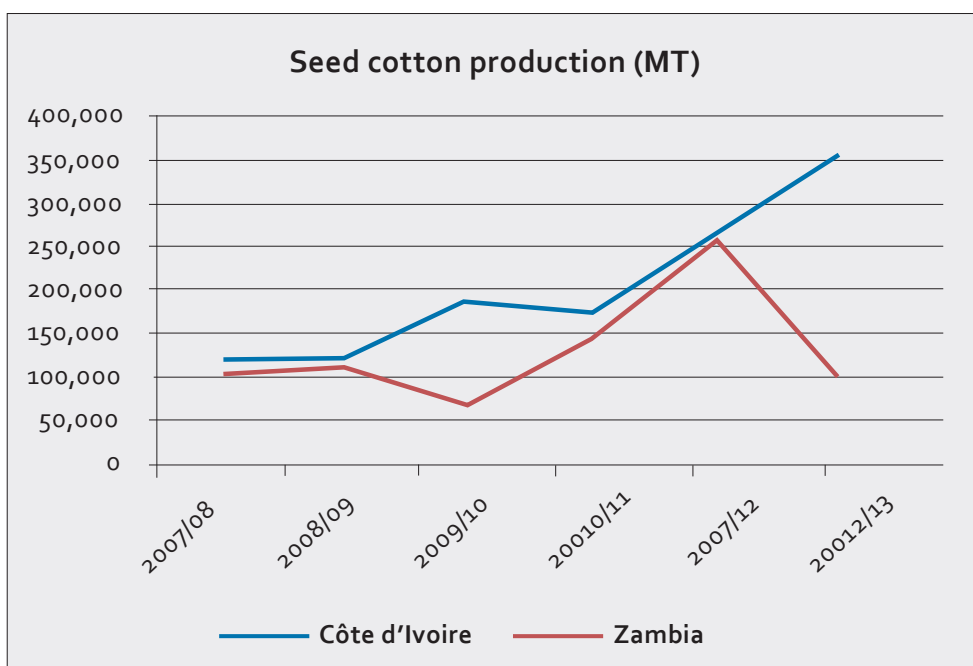
The graph below shows the development of the farm gate prices, seed cotton production and the number of farmers in Zambia and Côte d'Ivoire in the last five years. The development in Zambia is more or less representative for the development in Malawi, Tanzania and Zimbabwe, while Côte d'Ivoire stands for most of its cotton producing neighbours in Western Africa.

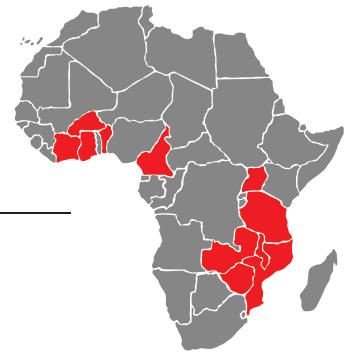
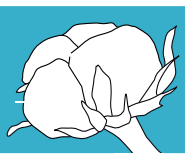
The number of farmers in West Africa and cotton production are steadily growing. This is due to the fact that cotton purchase prices of farmers are by far not as volatile as in Eastern Africa. Furthermore, in Western Africa the share of farmers in the world market price of cotton on average seems to be higher than or at least as high as in Eastern Africa. Additionally it should be noted that there are no subsidies paid to ginning companies in West Africa which would allow them to pay higher prices to farmers, nor are the ginning companies in West Africa on average less profitable when compared to their sister companies in Eastern Africa.

Fixation of seed cotton purchase price makes the difference

The explanation of this amazing picture lies in the way seed cotton purchase price fixing is organized in Western and in Eastern Africa.

have a clear idea of their break even with the prefixed planting price, they can go on the market when market prices are just above breakeven. Thus they can avoid selling when prices are specifically low during a year. On a yearly basis, they can thus in general realize an average sales price which is somewhat above average world market price for the same period. In knowing the breakeven, ginning companies in Western Africa can also afford to pay on average somewhat higher prices in order to motivate farmers to grow cotton. This increases their ginning turnover and reduces the fixed cost per ton.





In East Africa on the other hand, the world market prices paid to the farmers might be specifically low just in the period of the year when the harvest is taking place.

Farmers' reaction to different price models

Both systems have completely different effects on farmers. While farmers in West Africa have a clear predictability of the purchase prices they can expect, this is not the case in East Africa. Farmers in East Africa therefore tend to orientate their decision on planting cotton or not always in relation to the price they received the year before. Thus, in the last years, they always got off on the wrong foot in receiving high prices when they planted less cotton, and in receiving low prices when they planted a lot of cotton.

As a consequence, there is a high fluctuation in the number of cotton growing farmers in East Africa (+/- 50 %), which makes systematic training very difficult. On the other hand, farmers' loyalty to cotton is much higher in West Africa.

Farmer frustration in Eastern Africa further increases when the cotton prices are fluctuating during the buying season or are different from market place to market place. Farmers therefore tend to sell their cotton late (which negatively affects the quality of the cotton) and there are in-built incentives for side-selling. The decision of the competition authority in Zambia to no longer allow the ginning companies and the cotton farmers association to agree on a unique seed cotton purchase price prior to the harvest season thus has devastating effects on the quality of cotton, contract enforcement, and increased farmers frustration in rural areas.

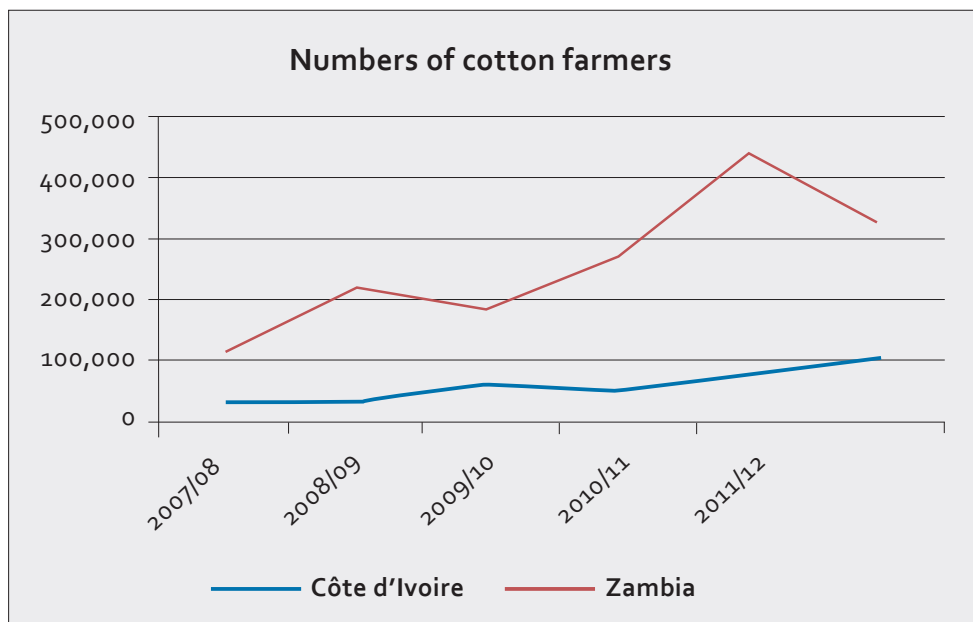
However, price fixing systems practiced in Western Africa cannot be easily transferred to Eastern Africa. The fixed ex-

change rate between Euro and FCFA eliminates much of the exchange rate risk for the ginning companies in Western Africa, and it ultimately also allows them to sell their cotton on a Euro basis to traders, who would then support the Euro/USD exchange rate risk. In Zambia, on the other hand, Dunavant operations were seriously effected some years ago, when the company promised to the farmers a preplanting cotton purchase price, which they finally could not guarantee due to a major valuation of the Zambia Kwacha. One also has to acknowledge that the positive development of cotton production in West Africa in the last years is partly due to the relatively strong performance of the USD compared to the Euro.

Lessons to be learnt for Eastern Africa

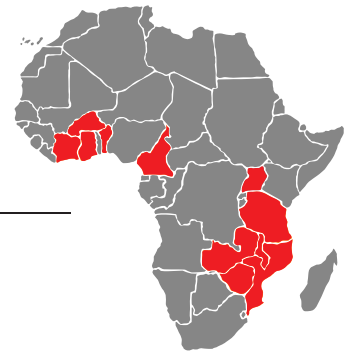
However, there are a few lessons learnt which can be derived from West African price fixing models:

- At the beginning of the season a unique seed cotton purchase price should be fixed for the whole buying period and the whole country. If there is a very strong increase in world market prices during the buying season, all farmers might be rewarded with a premium payment once the season has ended.
- An estimated purchase price should be announced to farmers prior to planting, which is, however, not guaranteed. This should give them at least some more predictability.
- One could also look into implementing a mechanism where there is e.g. a guarantee that the prefixed price is kept at, for example, +/- 20 %. Or one could announce a minimum price with a potential premium paid later, which is fixed once the season has ended.



- Such a guarantee mechanism might be backed by a guarantee fund which is paid by the cotton sector in periods of high prices, by the government and/or international donors. Such price stabilization funds are working quite well in Burkina Faso and Cameroon.

The rationale to stabilize cotton prices and to increase predictability for farmers is to allow them to better plan their farm operations, to give them some security for necessary investments and to motivate them to systematically attend trainings, as well as to apply what they have learned. That will probably have a significant impact on yields and income. •



Verification: Update of CmiA Criteria

By **Carole Romero** (Project Manager, Aid by Trade Foundation)



Field verification

Following discussions in the Technical Committee on Verification that took place during the Stakeholder Meeting in Arusha in October 2013, the Cotton made in Africa criteria have been updated. The new version of the sustainability standard "CmiA volume 3" came into force in January 2014.

The main objective of this update was to strengthen CmiA's favorable social and environmental Unique Selling Proposition (USP). A strong USP helps AbTF to facilitate CmiA sales, and subsequently to generate more license fees - income that AbTF can use to boost credibility of its sustainability standards through financing of verification activities. Furthermore, this income can be reinvested into continuous improvement of agricultural qualification schemes and the livelihood of cotton producers.

Whereas currently valid CmiA sales licenses remain valid until the next regular cycle of verification takes place, "CmiA vol.3" will be the standard for all upcoming verifications **from January 2014 onwards**. The **main changes** include:

- a new sustainability criterion at farm level (n° 6a) regarding pre-financing of inputs by cotton companies. This is already common practice for almost all partner companies and will contribute to CmiA's good image and its positioning as a standard with strong social impact.
- new exclusion criteria regarding the non-submission of input and production data (n° 8) and of pesticide data (n° 11). These data will allow AbTF to calculate and regularly update its carbon and water footprint and thus improve its USP as a strong and reliable environmental standard.

After a transition period, the following two criteria will enter into force in **January 2015**:

- new exclusion criterion (n° 10) regarding the handling of pesticides: Only healthy adults that are not pregnant or nursing are permitted to apply pesticides.
- amended sustainability criterion at farm level (n° 4e) regarding Integrated Pest Management: In yellow rating

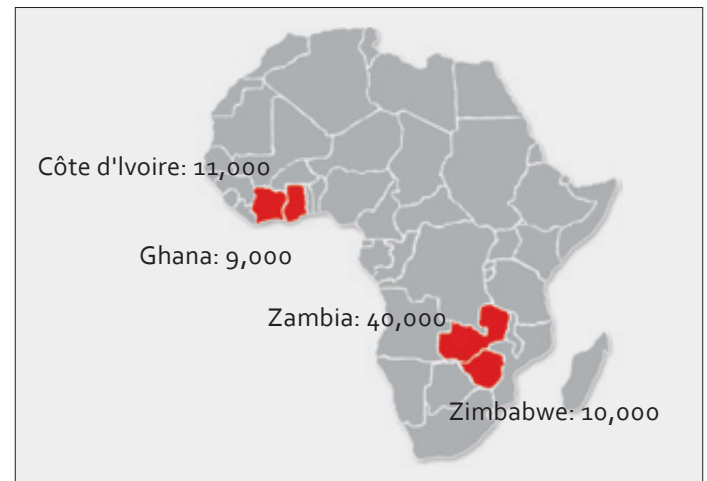
(concerning qualification in IPM) and green rating (concerning adoption of IPM), an 80% threshold will be introduced.

In addition, from January 2014 onwards, all managing entities are required to submit their annual self-assessments to AbTF at two specific dates:

- 31 January for Eastern and Southern Africa, and
- 31 July for Western Africa, Uganda & Ethiopia.

AbTF would like to thank all our partners in the field for their continuous cooperation and commitment to make CmiA a success! •

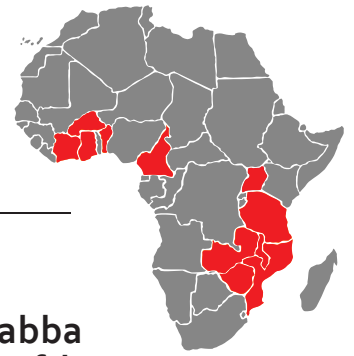
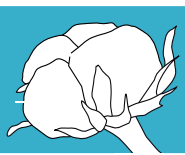
Nearly 70,000 smallholder farmers in Ghana, Zambia, Zimbabwe, and Côte d'Ivoire benefit for the first time from the Cotton made in Africa (CmiA) initiative's program and are able to market CmiA-verified cotton. In this way, the initiative is further expanding its cooperation with smallholder families in Sub-Saharan Africa, thereby making a significant contribution to improving their living conditions:



About the author: Carole Romero

Carole has been working at the Aid by Trade Foundation since 2012. She is responsible for CmiA verification management and management of community projects in several African countries. Her background includes political and advocacy work related to development policy as well as social and ecological standards and natural resources.





AbTF intensifies its dialogue with the African retail market: Interview with young Kenya-based economist Janet Mumassabba about challenges and opportunities for CmiA in Sub-Saharan Africa

By **Christina Bredehorst** (Junior Project Manager, Aid by Trade Foundation)



Christina Bredehorst

The Aid by Trade Foundation is expanding its activities in Sub-Saharan Africa by adding a new Kenyan team member, Janet Mumassabba. Her knowledge of the East African retail market will help the foundation strengthen demand for CmiA cotton on the African continent.

In our interview, the young Kenyan-born talks about the market opportunities and challenges facing Cotton made in Africa in sub-Saharan Africa.

What did you do before joining the CmiA team in Kenya?

Janet Mumassabba (JM): Before I joined Cotton made in Africa, I had studied Business Development in Enterprise Development and Management in Kenya. I am currently working as East African Textile Development Manager at the Inter Region Economic Network (IREN), a leading independent African think tank for economic prosperity in Africa.

What is the main focus of your work for Cotton made in Africa?

JM: The main objective of my work is to increase the demand for the CmiA brand on the African retail market. To reach the large range of African textile retailers and inform them about Cotton made in Africa, CmiA and IREN Kenya will offer a platform for all stakeholders in the textile value chain, bringing together retailers, suppliers, and producers under the IREN-CmiA East Africa "Made in Africa" umbrella brand. The "Made in Africa" brand will seek to capitalize on the growing middle class segment in the region. It will also offer a platform for stakeholders in the textile industry to enhance the textile value chain in East Africa.

What are your main tasks in your current position?

JM: Besides informing retailers about CmiA and bringing them together, my job involves matchmaking between textile industries and textile retailers, while sourcing cotton from Africa. Matchmaking is meant to bring together the major players in the textile sector, with the intention of expanding the textile value chain in Africa. This will enhance the living standards of African cotton farmers and contribute to the national economy of African nations.

What do you think will be the biggest challenge in reaching this goal?

JM: My biggest challenge will be that local textile industries will have to meet international standards, required by retailers in Africa. Furthermore, a policy framework has to be set up that supports the CmiA initiative.

African fashion is a growing trend in Europe, but not many people have a clear understanding of the "typical" African consumer. Could you give us a brief description of the main characteristics?

JM: African consumers are not different from any other consumers in the world: Their consumption is affected by income levels, environment, character, as well as traditional or cultural beliefs. One trend that can be detected when strolling around Kenyan markets is tight jeans and chiffon outfits. As family ties and traditions can be very strong in an African context, a certain brand might be favored by a consumer simply because it is what the family has been using over time. As in many other African countries, pupils have to wear school uniforms in Kenya. Parents therefore have to purchase textiles in accordance to the official requirements.

What are the experiences you made so far when "selling CmiA"?

JM: Many retailers are searching for a regional product and the mark of the body responsible for quality checks in Kenya – the so called Kenya Bureau of Standards. But a look at the Kenyan market reveals that up to 80% of all sold products are imported. Consequently, the locally produced cotton offered by Cotton made in Africa could represent a real shift for the retail sector. By working with the African textile value chain, Cotton made in Africa can not only enhance the living standards of the African smallholder cotton farmers, but also contribute to the growth of national economies in Africa. CmiA significantly contributes to the economic development in sub-Saharan Africa by offering a win-win situation for cotton and textile producers. •

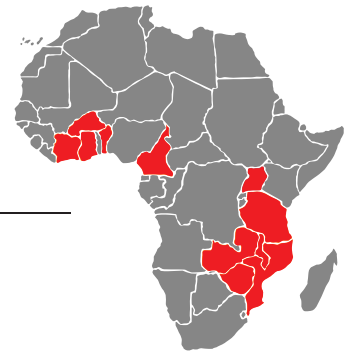
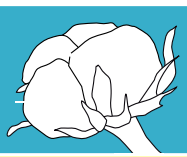


Janet Mumassabba

IREN Kenya:

The Inter Region Economic Network is a leading independent African think tank that promotes ideas and strategies geared towards causing prosperity in Africa through free enterprise and sound public policy. IREN's key focus areas include targeted events, trainings, research, consultancy, communication and its flagship magazine: The African Executive - published in English every Wednesday. Mr. James Shikwati, member of the Board of Trustees of the Aid by Trade Foundation, founded the Inter Region Economic Network (IREN) to be a leader in improving living standards in Africa through free enterprise

<http://www.irenkenya.com/>



CmiA Sales Update

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

CmiA Textiles now available for textile wholesalers worldwide: Top Grade International cooperates with Cotton made in Africa

Top Grade International Enterprise (TGI) joins the Cotton made in Africa (CmiA) initiative demand alliance. Founded in 1995, is a Hong Kong based company and part of the international Royal Spirit Group. With approximately 30 million garments in 2013, TGI is one of the leading textile exporters in Bangladesh, selling clothing to wholesalers, retail chains, and speciality retailers. As evidence of its awareness for social responsibility, for occupational safety and sustainability, Top Grade International was one of the first Asian companies to sign the "Accord on Fire and Building Safety in Bangladesh" in May 2013.

The cooperation with CmiA enables numerous outlets within the textile industry to source cotton that adds value to ecology and society from CmiA. About 475,000 smallholder farmers who are part of CmiA are supported thanks to their demand.

Hermes Counts on Cotton made in Africa: Sustainability in Transit



The Hermes Logistik Gruppe Germany (HLGD) is the newest partner of CmiA. The company expects to outfit its 13,000 parcel delivery staff in Germany with cotton made according to the environmental and social standards of Cotton made in Africa.

Hermes Logistik, based in Hamburg (Germany), is one of the leading parcel delivery providers in Germany. The company has 64 locations nationwide and operates the largest national network of parcel shops in Europe with more than 14,000 parcel shops. The HLGD is one of twelve companies within the international Hermes group, which is part of the Otto Group.

By entering into this cooperation, Hermes has fundamentally switched to using exclusively Cotton made in Africa cotton. The first delivery of CmiA textiles has been in use at Hermes parcel service since the end of November 2013.



Transparency across the entire textile chain of Rösch: German textile manufacturer launches first sleepwear collection

made from 100% CmiA cotton that can be traced back to the cotton growing area in Africa

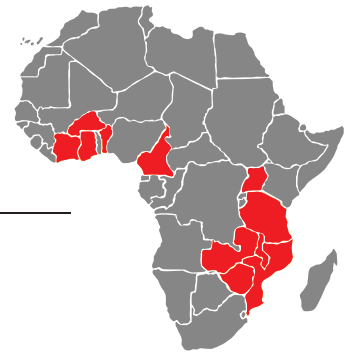
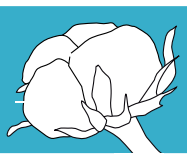
The textile value chain is known for its high complexity. During the process from raw material to final product, textiles pass through numerous production steps. Rösch provides maximum transparency in its textile value chain with its new sleepwear collection made from 100% Cotton made in Africa (CmiA) cotton that can be traced back to the African cotton growing region. The company is certified according to the newly adopted Hard Identity Preserved (HIP) standard of the Aid by Trade Foundation (AbTF).

Since the Aid by Trade Foundation has introduced the Hard Identity Preserved (HIP) standard for seamless traceability of CmiA cotton along the textile chain, Rösch will now launch the first collection made of 100% CmiA cotton according to the HIP standard: "By introducing the new Hard Identity Preserved standard, the Aid by Trade Foundation will make a significant contribution to providing greater transparency throughout the textile value chain. To be the first company that offers its customers products that can be traced back to the growing area of CmiA cotton in Africa is a great achievement for us," explains Andreas Söffker, Managing Director

of Gerhard Rösch. Christian Barthel, Supply Chain Manager of the Aid by Trade Foundation adds: "We are pleased that Rösch has succeeded in fulfilling the requirements of the Hard Identity Preserved system and in launching the first CmiA products certified according to the HIP standard. These requirements correspond to our demand for transparency and simultaneously pragmatic feasibility and can thus be used by a wide range of customers."

The requirements of the HIP standard include, among others, separate storage of cotton throughout all production stages of the value chain. Additional requirements for the entire textile value chain have been summarized by the Aid by Trade Foundation in its Chain of Custody (CoC) Guideline and published online. The Foundation provides its partners with additional support in monitoring the processing of CmiA cotton in the textile value chain through workshops and analysis of commodity flows. Consumers can recognize CmiA HIP products by the corresponding CmiA label.

Social and environmental responsibility in the company and its supply chain is part of the corporate philosophy of Gerhard Rösch GmbH. Since 2013, the family-run textile company from Tübingen, Germany, has been a partner of the Cotton made in Africa initiative and contributes to improving the living conditions of currently 435,000 African smallholder farmers and their family members, totaling more than 3.2 million people. •



Cotton made in Africa on Africa's Runways

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



Flowing fabrics, bright colours – if there is a must-have for fashion-conscious ladies in West Africa, then it is certainly a tailor-made dress made of **Vlisco** fabrics. Already since 1846, the Dutch company has designed and produced the fabrics, which have become an icon for the fashion of the Black Continent. While Vlisco has thus played a role in shaping Africa's recent culture, it has itself become a major part of it.

Every three months, the company launches a new collection of fabrics customized for the African market. The designers incorporate international trends combining them with a strong innovative culture. And, of course, a Vlisco outfit is only perfect in combination with the right accessories, from earrings to purses and shoes. African fashionistas can find them in seven stores in six countries: from Abidjan in Côte d'Ivoire to Goma in the Republic of the Congo not far from the frontier to Rwanda. For many women in West and Central Africa, the quality designs are both a source of inspiration and expression of their origin.

Since April 2013 Vlisco has been cooperating with the initiative Cotton made in Africa. At present, the partnership is designed as a sponsoring. In the long run, however, the company is also going to procure sustainably produced cotton from the initiative.

With its trendy styles, Vlisco mainly addresses the young generation of fashion-conscious African women and also managed to convince the more than 100 participants from Europe, the US and many African countries, who attended the CmiA/COMPACI stakeholder conference in Arusha in late

October 2013. On the second evening of the conference, six young models from Arusha presented the most recent Vlisco styles on a runway around the brightly illuminated hotel pool, a show which had been presented shortly before at the Milan Fashion Week. The event was organized by a young Tanzanian, who had already organized the Miss University elections in Arusha." The fashion show was amazing! It offered a great platform to showcase the incredible designs from Africa presented by beautiful models. From the show, it was clear that fashion and modeling have great potential on the African continent," said Janet Mumassabba (IREN, Kenya) about the show.

The logo of the initiative Cotton made in Africa was used in a special way at the fashion event: printed on Vlisco pagnes, the classical wrapper mainly used in the African fashion world, it was given to every guest as a gift. The visitors thus not only took a piece of Vlisco home, but also a piece of Cotton made in Africa. Pagnes are about six meters long and are traditionally made into skirts, blouses or headaddresses. •



IMPRESSUM

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