



From field to fashion: Inauguration of Fine Spinners textile mill in Uganda

By **Jaswinder Bedi** (Chairman of Actif and key sponsor of Fine Spinners Uganda Ltd.)

Last year, Fine Spinners Uganda Ltd. started realizing its dream, when it created a vertical fully integrated cotton value chain from "field to fashion".

Based in Kampala, the integrated textile mill set up by Fine Spinners Uganda Ltd. was inaugurated in late December 2014 in the presence of Yoweri Museveni, Uganda's president.

Once fully operational, Fine Spinners Uganda Ltd. will be able to source cotton from approximately 30,000 smallholder farmers in Uganda. **Already now, 10,000 of these smallholder farmers have been verified according to CmiA standards.**

In the mill, it was necessary to incorporate best practices into the manufacturing process in order to ensure high levels of quality to challenge competitors further afield. The COMPACI program played a major role in facilitating the build-up of



The President of Uganda, Yoweri Museveni, visiting Fine Spinners textile mill.

these core skills both at managerial and retail levels. Through joint funding from COMPACI and Fine Spinners Uganda Ltd., training and skills enhancement programs were operational from a very early stage, ensuring the facility to be export-ready within the first year of operation. •

Staff changes in the COMPACI-AbTF Team

Dr. Stefan Kachelriess, who has contributed his expertise to COMPACI/ CmiA since 2009 and has enjoyed a good standing with all the COMPACI partners in Africa, has moved from his job as Director of the COMPACI Hub, Accra in mid-2014 to work as a project director at CARI (Competitive African Rice Initiative), a project co-funded by the Bill & Melinda Gates Foundation and the BMZ. **Sarah Goetz** is his successor as Director of the Hub, after returning from maternity leave. Prior to this she worked intensively with COMPACI for three years.

At DEG and GIZ, **Constantin Brinkmann** and **Isabelle Sommer** assumed new responsibilities at the start of 2015. At COMPACI, Constantin Brinkmann made a decisive contribution over many years to the success of the stakeholder conferences and the COMPACI newsletters.

At AbTF, **Alexandra Perschau** took up a permanent position in the second half of 2014. She will be the primary point of contact for all questions relating to the use of pesticides, biological pest control and designing and implementing social projects at CmiA/ COMPACI.

The COMPACI management team would like to thank all the colleagues who are moving on for their hard work, and would also like to welcome Sarah and Alexandra to the team. •

SECO's experience in using picture blocs and an educational movie in Ivory Coast

By Coulibaly Ténéna Amidou



Teaching about good agricultural practices.

The OLAM Cotton Growing Company (SECO S.A.) is a subsidiary of the OLAM Group. Based in Ivory Coast, it was founded in 2008 and follows the "OLAM Well-Being Charter", a document resting upon eight fundamental principles which advocates the improvement in agricultural yields and the development of good working practices. Considering the perfect harmony between its principles and those upheld by the Cotton Made in Africa label (CmiA), SECO S.A. has entered into a partnership with GIZ for the second part of the COMPACI project in early 2013. Through its management and extension innovative policies SECO has achieved rather encouraging results. Agricultural yields grew from 600 kg/ha in 2008 (the year of its acquisition) to reach slightly more than 1100 kg/ha in 2014. As a part of the COMPACI II project, SECO has thus designed picture blocs and produced an educational movie filmed with microprojectors in order to promote more efficiently the adoption of good farming practices.

The picture blocs were created by a specifically formed agronomical committee that identified the key messages and pointed out the topics of each training module during a plenary session. The agricultural production coordinator and his assistants then drafted the actual modules and elaborated the terms of reference for every image. Both the modules and the terms of reference were approved by the agronomical

committee during a following plenary session. Later, an illustrator was designated for the creation of the images. Every now and then, on-site visits were conducted together with the artist so that he could have a direct contact with the objects of his pictures and in order to give cotton producers the opportunity to make comments. One after the other, the images were examined, corrected and approved by the committee during specific sessions. The next step was the conception of the picture blocs. The method SECO S.A. decided to adopt was to create a story covering all the educational topics rather than spanning the entire technical itinerary in a story. Eventually the picture blocs were printed, each bloc comprising two or three stories/modules. The nine modules are divided into three blocs and cover all the major themes, ranging from soil tilling to seed cotton commercialization.

The shooting of the educational movie was completed in fewer steps, the main constraint for the film crew being to come back several times. The necessary equipment for the realization of the different agricultural activities was also discussed and approved during the first plenary session. Once the meetings set up for the shooting, we verified the availability of the equipment. The film crew could then start filming on site and later proceeded with the editing. The sequences were reviewed, corrected and finally arranged, and the movie was published.

The movie is available both in French and in Dioula (the most common dialect spoken in the region where the movie was filmed).

After the creation of the educational tools/media, the coordinators and the supervisors took part in a program about training techniques through picture blocs organized by the COMPACI Regional Bureau for Western Africa. Agricultural council members were then trained by the supervisors in each SECO area. Since 4 August 2014 cotton producers have been trained with either picture blocs or the educational movie. As of today, 9,933 cotton producers (2.31% of which women) have been trained with the help of picture blocs and 1,793 (11.05% of which women) using the educational video.

These tools/media have been welcomed by cotton producers, as they facilitate trainings, encourage exchanges and enhance producers' understanding.

This being said, the movie enables to completely catch the producers' attention by perfectly combining business with pleasure, while the picture blocs have proven to be more ef-



Cotton producers watching an educational movie about good agricultural practices.

fective at stimulating the exchanges and highlighting the key points.

Furthermore, the movie will also be projected in the course of meetings organized by the person in charge of promoting regional CRS (Corporate Responsibility and Sustainability) to promote HIV awareness and the fight against it as part of its "Health Trailer" program in order to train as many producers as possible. •



About the author: Coulibaly Ténéna Amidou

Regional agronomist and agricultural production coordinator for the Korhogo area for the OLAM Cotton Growing Company (SECO) and COMPACI project coordination assistant since January 2013, the author holds a post-graduate degree in agronomy (French: D.A.A.) from the Agricultural University (École Supérieure d'Agronomie - ESA) of the Félix Houphouët Boigny National Institute of Technology (Institut National Polytechnique Félix Houphouët Boigny - INP - HB) in Yamoussoukro.

CmiA in Ethiopia: one year later

By **Asefa Aga** (Regional agronomist and General Manager of the Ethiopian Cotton Producers Ginners and Exporters Association, ECPGEA)



Asefa Aga

CmiA cotton production started in the 2013/ 14 crop season in Ethiopia. Ayka Addis Textiles – a large integrated textile mill near Addis Abeba - agreed to buy 5,000 tons of lint cotton from Metema Union (a cooperatives union with 10,000 members), whereas the Ethiopian Cotton Producers Ginners and Exporters Association, ECPGEA, was assigned to be the managing entity for CmiA verification. The arrangement is different from other African countries where ginners enter into agreements with individual farmers or farmers organized under cooperatives. A year has passed since the signing. After the start of the CmiA Initiative, farmers and extension agents were trained in basic agronomic practices, crop protection methods, handling of pesticides and empty containers as well as issues relating to gender and child labor. External audits were conducted in October to verify the farmers and the managing entity and the new Tired Loyal Ginnery was audited in December 2014. All three entities audited were successfully verified.

The CmiA Initiative in Ethiopia successfully persuaded the farmers to restart cotton production, increased the knowledge base of farmers in cotton agronomy and protection and raised awareness of existing child labor and gender issues. The season was completed with 9,267 participating farmers - 591 of which were women - who produced around 14,000 tons of seed cotton.

The introduction of biological pest control like molasses traps has enabled farmers to spray fewer pesticides. In general there was an increase in productivity and production and a decrease in production costs, especially of pesticides and spray. As far as marketing is concerned, the initial arrangement was that farmers would sell their cotton to the cooperatives which would in turn pass it on to Metema Union. The Metema Union would then

aggregate and gin the cotton at Tired Loyal Ginnery and supply Ayka Addis Textiles, the largest vertically integrated mill in the country.

During the harvest season the local and lint cotton prices were higher than world market prices. The higher lint cotton price led to an increase of the seed cotton price. This created a situation where farmers preferred to sell their cotton to traders instead of to the cooperatives union. Due to the presence of side-selling, the Union received less cotton from its member farmers. The cotton left the area without being ginned, which was not good for the designated CmiA-verified ginner Tired Loyal. The fact that the seed cotton produced in the area was shipped out of the region meant that there was less seed cotton to gin, with the result that the newly opened ginnery was underperforming. Therefore Tired Loyal started buying directly from the farmers. It has so far bought 3,260 tons of seed cotton and signed an agreement to buy additional 1,000 tons. With the agreement with the Metema Union, Tired Loyal intends to directly supply lint cotton to Ayka Addis Textiles.

Important lessons learned during the 2013/ 14 crop year from the powerful and invisible market forces include: Honoring contract obligations and side-selling may remain a challenge until trust between buyers and seller reach a desired level. Contracting parties have to meet frequently to better understand and coordinate efforts towards the fulfillment of contractual obligations as well as arrange access to pre-financing to the Farmers Cooperatives Union. These lessons learned will be incorporated in the new forward supply contract under review by the new interested textile mills. Major changes include a stakeholders' monthly meeting to oversee the preparation and evaluate progress.

In the 2014/ 15 crop year, the plan is to include up to four additional unions with a total membership of 50,000 farmers and additional four textile mills into the CmiA concept. If all goes according to plan, the envisaged partnerships will increase the total amount of CmiA-verified cotton produced by smallholder farmers to 17,500 tons. Most of the lint cotton will be processed in the country, thereby paving the way from Cotton made in Africa to Textiles made in Africa. •

About the author: Asefa Aga

Regional agronomist and General Manager of the Ethiopian Cotton Producers Ginners and Exporters Association, ECPGEA, since November 2009, the author holds an undergraduate degree in Agricultural Economics from the Alemaya University of Agriculture (Haramaya University) in Ethiopia.

A facelift for the COMPACI website

By **Sarah Ollechowitz** (Intern for COMPACI and student of International Relations and Peace and Conflict Studies M.A.)

We are proud to announce that the revised and improved website of the Competitive African Cotton Initiative www.compaci.org is now available. With a new design and structure, the COMPACI Management Team hopes to inspire you to take a tour through our project by providing you all the information you are looking for when it comes to sustainable smallholder cotton production in sub-Saharan Africa.

Since COMPACI is a public institution, we put special emphasis on user-friendliness and the sharing of information, best practices and training material. Training is the keystone of COMPACI's activities, aiming to enable smallholder families to enhance productivity of cotton production, thus improving their income and their living conditions. We therefore revised the training material section, which now provides an overview of the various training materials used in the field and thus offers you an even wider range of useful materials in the context of production techniques, soil preparation or measures against child labor and others. You can access a pop-up preview of all available documents and contact us via info@compaci.org to receive a full version in one of the available languages.

In order to provide you with more information, we expanded the **news** section of the website. You will now be able to access all PDF versions of previous COMPACI/CmiA newsletter editions. Additionally, the section now hosts papers, press articles and other publications about the project, the cotton sector and related issues to keep you informed.

The importance of the **monitoring and evaluation** of the COMPACI project is underlined by the establishment of a new section for this topic. The reports accessible provide a consolidated source of information about the project progress and the qualitative and quantitative impact of the efforts undertaken in the course of the project.

The second new section that has been introduced on the revised website consists of two subsections: **COMPACI/CmiA stakeholder conferences and workshops**. In this section you can access the complete documentation of all COMPACI/CmiA workshops and stakeholder conferences including presentations, background information and outcomes.

So, we invite you to take a look around the new www.compaci.org. We are looking forward to your feedback! •

Overview of available training material

Training material category	Document	Languages
Good Agricultural Practices (GAP)	Coach the Farmer Picture Bloc Demo Farmer Notebook Demo Farmer Notebook Supplement Five Fingers Picture Bloc Cotton Production Practices Poster Production du Soja Picture Bloc Amélioration de la Qualité du Coton Graine Picture Bloc	English, Swahili English, Swahili English, Swahili English, Swahili English, Swahili French French
Soil Management	Préparation du Terrain & Semis Picture Bloc Fabrication et l'Utilisation du Compost dans les Exploitations Cotonnières Picture Bloc Entretien du Champs & Utilisation d'Engrais Picture Bloc	French French French
Integrated Pest and Plant Management (IPPM)	Bonnes Pratiques d'Utilisation des Pesticides Picture Bloc Traitements Insecticides Picture Bloc Beneficial Insects and the Cotton Pests They Control (Poster, Booklet, Folder) Les Préalables à la Lutte Étagée Ciblée (LEC) Picture Bloc	French French English, French French
Farmer Business School (FBS)	FBS Farmers Workbook FBS Trainers' File FBS Training Notebook	English English English
Activities against Child Labor	Children and Cotton Cultivation. Good Practices and Worst Forms of Child Labor Picture Bloc	English, Swahili, French Amharic, Portuguese, Chichewa
Health & Nutrition	Bonnes Pratiques de Transformation du Soja en Fromage Picture Bloc L'Hygiène et la Santé pour une Vie Saine Picture Bloc Le VIH / SIDA Picture Bloc Bonnes Pratiques d'Obtention du Riz Étuvé Picture Bloc Production du Riz de Bas-Fonds Picture Bloc Nutritional Module	French French French French French English

Initial results of implementation of the bio-intensive IPPM approach in Ivory Coast

Phase 1: Plant-based pesticide trials

By Tadeu Caldas (International Advisor DEG | COMPACI | CmiA)



The author Tadeu Caldas (middle) with the extension team of Ivoire Coton at an experimental plot.

As mentioned in the last COMPACI newsletter and as part of the bio-intensive IPPM approach, we have carried out trials this year in Ivory Coast to verify the effectiveness of plant-based pesticides in reducing pest populations below the economic threshold levels and thus further reducing the need for chemical pesticides. This was a decision taken jointly with our partners at the first meeting of the IPPM Working Group formed in April 2014 and coordinated jointly by COMPACI (T. Caldas) and the CNRA¹ (G. Ochou). Members are COMPACI/DEG/ CmiA/ GIZ, CNRA, CCA, and our partners Ivoire Coton, Olam and COIC. Using the same research protocols, these trials were conducted in parallel by the CNRA, as well as by our partners in their experimental stations and with their farmer groups. The trials gathered detailed quantitative and qualitative data of entomological observations throughout the season, as well as yields and economic assessments. The tests compared the efficiency of plant-based pesticides and currently used pesticides such as pyrethroids and neonicotinoids. The results² of these very detailed trials point to the effectiveness of locally selected plants in reducing the population of pests to levels comparable to those of used pesticides. Although it is too early to come to a conclusive assessment due to the variations between regions, the initial 'breakthrough' has aroused the interest of all participants

and laid the foundation to investigate more deeply the potential replacement of costly and hazardous chemicals by locally available resources such as in this specific case, leaves of cashew, hyptis (a local mosquito repellent plant), neem and castor. These are just a small sample of the hundreds of plants with natural pesticide molecules, available in the African wild and cultivated landscapes where we operate.



On site at a farmer's field.

Although effective, some of the problems encountered for the wide replication of these practices, as shared with us by participating farmers, have been the process of preparation of leaves for extraction and their storage for later use. This year we will therefore be testing in Ivory Coast small, locally available machines for the crushing of leaves and will be testing procedures for the storage of extracts or the adequate storage of pre-treated leaves. We will also be conducting again the tests performed last year with the introduction of new plants and procedures and carry out an in-depth test of our newly designed molasses traps. Furthermore, we will be performing some trials with more effective commercial seed-treatment products in parallel with locally available (bio-intensive) alternatives.

In combination, the measures listed above have the potential of supporting COMPACI's partners to reduce pesticide use and offer, not just effective, but also more sustainable, less costly and healthier solutions in order to improve cotton cultivation and productivity in Africa. What is more, they can also impact positively on food crops and the broader farming system. •

¹ the National Cotton Research Centre of Ivory Coast in Bouaké
² final report available to COMPACI partners on request



SECO's experimental plot.

NWK mechanization scheme 2008-2015

By Lauren Watson (Corporate Relations and Marketing Manager)



Lauren Watson

Small-scale farmers in Zambia struggle because of low crop yields and poor productivity. This is partly attributed to the inability of farmers to prepare their farmlands in due time, i.e. prior to the beginning of the rainy season, and take advantage of the optimal planting window.

The tractor pilot program was launched by Dunavant (the predecessor company of NWK) in 2008 due to the potential increase in yields attributed to early land preparation and planting, the objective being to let these small-scale farmers grow into full-scale ones. Fanwell Shambosha, a Mumbwa farmer, was the first to purchase a tractor and a ripper under our yield program. He paid back his credit within one year through yield improvement that resulted from early land preparation and planting. He also earned an extra income by providing ripping and transportation services to his neighboring farms and Dunavant.

As part of the COMPACI yield program and in collaboration with the World Food Programme (WFP), Dunavant selected, in 2009, 34 farmers to help them pre-finance tractors, rippers and trailers.

NWK recognized the positive impact the tractors had on the farmers and therefore relaunched the Mechanization Scheme in 2014 with the help of various financial service providers (FSP), such as Zambia National Commercial Bank (Zanaco), First National Bank (FNB) as well as other

organizations, like AgDevCo and Musika. Since then, a total of 94 farmers have received their mechanization packages, including a tractor, a trailer, a planter and a ripper. Participating farmers also have the privilege to access agriculture inputs financed by NWK Agri-Services and financial institutions such as AgDevCo.

Commercial banks grant credits, which have to be refunded within four years. Interest is charged at market-related rates with the farmers making a down-payment on the purchase cost. The farmers can make a minimum of two balloon re-payments in a year to cover principal and interest.

In 2015, NWK is aiming at increasing the number of benefitting farmers. Mechanized farmers are also expected to provide land preparation services to surrounding farmers (peripheral farmers), effectively increasing the number of farmers benefitting from the program.

The beneficiaries taking part in the mechanization scheme are expected to grow a minimum number of hectares of combined crops, including cotton. Each peripheral farmer is expected to grow cotton, as well.

The scheme also provides farmers with access to inputs, through our retail outlets, such as seeds, fertilizers, and agro-chemicals assuring them higher yields. NWK is closely monitoring and supervising farmers on the scheme and is pleased with their progress.



Mr. Maurice Masike's cotton field - a mechanization farmer in Mumbwa.

NWK Agri-Services is working with Musika and CFU to provide equipment training, repair, maintenance and servicing. To this end, four fully equipped service vehicles have been purchased. The four regions (Central, Southern, Katete and Lundazi) have all received one service vehicle.



NWK CEO Pierre Lombard (right) accepting vehicles from Musika's MD Reuben Banda (left).

Impacts

- Farmers have ploughed and planted an increased amount of land in their first year, the highest being 61 hectares.
- The cotton plantings have increased.
- Surrounding farmers within the community have access to ploughing and transport services.
- The mechanization scheme is helping farmers by improving land efficiency through increased plantings and yields through early planting and ripping.
- There is potential increase in earnings from cotton crop sales.

Lessons

- Selection: It is necessary to have farmers apply and indicate how they will repay as opposed to NWK, which formerly picked farmers prior to their applications. This gives farmers a business sense, who thus apply themselves to repaying their loan.
- Timely supply of equipment is important in order for the beneficiaries to have enough time to prepare their lands and offer services in time for the season. This way, the beneficiaries do not miss the opportunity to have an increased income.
- Correct implementations: Implementations must be thoroughly tested to withstand the terrain and be able to offer reliable services. There have been some complaints from beneficiaries about the quality of the equipment provided.
- Potential: Small-scale farmers, once empowered, can actually improve their situations.

About the author: Lauren Watson
Position: Corporate Relations and Marketing Manager
Education: Bachelor of Arts in creative advertising and currently pursuing Masters in global marketing

Masara N'Arziki Farmers Association - COMPACI implementing partner in Ghana

Luuc Smits | Matilda Exornam Egbenya | Prince Akoto-Adipah



Masara N'Arziki, a Hausa phrase meaning "Maize for Prosperity", is a farmer based association, head-quartered in the northern regional capital of Ghana

(Tamale). It was created in order to supplement the maize deficit in the country. MAFA is an indication of Ghana's potential in maize production. The concept is to provide support to small and medium-sized farmers in their operational areas, notably in the three northern regions of Ghana, in adopting good agricultural practices such as good land use and management practices, group cohesion and dynamics to increase productivity and, at the same time, yields and income. The aim is to help the farmers understand farming as a business to increase profit and to create the opportunity to obtain better prices as a result of better access to markets/buyers.

The vision of the organization is to support maize farmers in constantly improving their daily tasks, thereby having more income through the use of improved technology that increases the productivity of their farms. MAFA supports farmers through high quality inputs on credit, training services, and post-harvest and a guaranteed minimum price for their products, all on contract basis. The program package consists of the provision of fertilizers, hybrid seeds, herbicides, insecticides, spraying equipment, innovative farm implements and technical advisory and training services to farmers. But over the years, the impact has been so great that we are encouraged to motivate farmers to introduce polyculture by complementing the maize by sorghum, soybean, cotton and onion.

Masara started with some 2,200 farmers in 2009 and has seen a raise to over 10,000 farmers in 2014. The production capacity of the association has also increased since its

inception in 2009. Masara has tremendously contributed to the growth in annual maize production with an average yield of 60,000 metric tons for an average 50,000 acres total cultivated area in the 2013 season. During the 2014 season, up to 70,000 metric ton will be produced.

Masara N'Arziki is today governed by the members of the association through elections held amongst our members every year. This board of directors meets regularly to govern the activities of the association and a team of over 100 members is responsible for the day-to-day implementation protocol as at now. Masara has taken over the cotton operations from Wienco and a number of cotton farmers who previously collaborated with Wienco. Masara thus became the implementing partner of COMPACI | CmiA in Ghana.



Introducing the Masara N'Arziki Farmers Association management team
Luuc Smits
 General Manager of Masara (left)
Matilda Exornam Egbenya
 Assistant Manager in charge of monitoring & implementation of the COMPACI project (middle)
Prince Akoto-Adipah
 Finance Manager, in charge of financial monitoring (right)

COMPACI NEWSLETTER – COTTON MADE IN AFRICA INPUT

CmiA - Verification update

By Carole Romero (Aid by Trade Foundation)

With the recent addition of Ethiopia, Uganda and Tanzania after their successful CmiA verifications conducted by AfriCert, EcoCert or Control Union, there are now nearly 650,000 smallholder farmers growing cotton according to the CmiA sustainability standards (forecast 2015). With their family members included, this totals over 5.5 million people in 10 countries in Sub-Saharan Africa. The current CmiA producing countries are Cameroun, Ivory Coast, Ghana, Malawi, Mozambique, Zambia and Zimbabwe. More than 150,000 tons of CmiA lint cotton were produced in 2014. •

CmiA - Verification reminder

By Carole Romero (Aid by Trade Foundation)

Please note that with the start of 2015 and the end of the transition period, all amendments in CmiA Vol. 3 have entered into force without any restrictions. In particular, the ratings of Farm Level Sustainability Criterion 4e are now valid in their new wording: In order to achieve level "yellow", at least 80% of farmers have to be trained in IPM and threshold spraying, while for level "green", at least 80% of farmers must apply this technique. •

CmiA - Sales and marketing update: News from Celio, Otto Group and Tchibo

By Carole Romero (Aid by Trade Foundation)



1. In order to reach more international brands and retailers, CmiA has intensified its work in North America and France. First results have already been obtained. Since the end of last year, CmiA has entered the French retail market and partnered up with Celio*. Founded in 1985 by Marc and Laurent Grosman, Celio* is an international brand of ready-to-wear textiles. Today Celio* owns 1,000 stores in 70 countries (including 500 in France), has two brands Celio* & Celio* CLUB and launches four collections a year with respectively 800 models. Each year 35 million units are sold. In order to further reach out on the North American market, the Aid by Trade Foundation (AbTF) has additionally entered a new partnership with Mary Marino, a fashion executive with long-time experience in the US apparel and textile market. She represents CmiA as Director North America on a freelancer basis to advise the Hamburg-based foundation on collaborations with US apparel, footwear and home goods companies. To reach the North American market, she will advertise a product-driven access to sustainable cotton. CmiA's approach makes sustainable materials available at market prices, which provides a turn-key solution for US companies to combine strategies for sustainability and profitability at the same time.



Mary Marino



Mary, 13, from Zambia



2. The international retailer Otto Group increased its order volume for sustainable cotton by 50 percent in 2014. More than 10 million items launched on the market carried the Cotton made in Africa label. "As part of our sustainability strategy, the Otto Group has set itself the target to convert the entire cotton order quantity for its own and licensed brands on cotton from sustainable sources by 2020. To attain this objective, the CmiA cotton plays an important role, since the sustainable CmiA cotton can be used for the mass market," explains Andreas Streubig, Division Manager Corporate Responsibility at the Otto Group. In addition to using CmiA cotton, the Otto Group has also taken further steps to support smallholder farmers and their families in the CmiA cotton growing regions. Overall 411,000 euros have been invested in a project improving school infrastructure in rural cotton

growing areas in Zambia. In close partnership with **NWK** Agri-Services, Deutsche Investitions- und Entwicklungsgesellschaft (DEG) with funds from the Federal Ministry for Economic Cooperation and Development as well as the Aid by Trade Foundation and its Cotton made in Africa initiative, the project has run over a three-year period from 2011 to 2014. It enabled over 3,000 children to get access to school education. •



3. Within CmiA's demand alliance of international retailers, Tchibo furthermore underlines its strong support for the initiative. The company increasingly relies on CmiA cotton and is one of the largest demand alliance partners. About 70% of the processed cotton at Tchibo has



Investing in school infrastructure in rural Zambia.



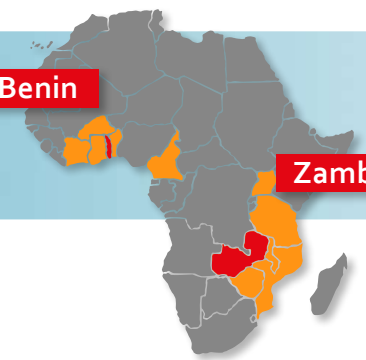


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Benin

Zambia



come from responsible sources like CmiA in 2014. Beyond supporting sustainable cotton production and sourcing CmiA cotton, Tchibo has been committed to the school infrastructure in the rural areas of Africa for several years. Whereas the school project in Benin has been successfully completed in 2014, Tchibo expanded its commitment to another school project that benefits numerous children in Zambia in close cooperation with Cargill Zambia, Deutsche Investitions- und Entwicklungsgesellschaft (DEG) with funds from the Federal Ministry for Economic Cooperation and Development as well as the Aid by Trade Foundation and its Cotton made in Africa initiative. With the kind support of the local Cargill Zambia team, a video in Zambia specially produced informs from now on their consumers about the add-ons of a CmiA labelled textile product. In order to watch these videos, click here:

<https://www.youtube.com/watch?v=3vknwEzjVos> and
<https://www.youtube.com/watch?v=3uLrtT9ndIA> •



CmiA - Marketing: CmiA's new website

By Christina Bredehorst (Aid by Trade Foundation)

At the beginning of 2015 Cotton made in Africa launched its new website – with more information and a deeper insight into the several topics the initiative works for in strong partnership with COMPACI as well as its international stakeholders and partners.

Feel free to have a look at www.cottonmadeinafrica.org, surf around and share your opinion with us personally, on Facebook or Twitter. We are looking forward to your feedback!

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Imprint

Editor: Roger Peltzer | **Project Director:** Wolfgang Bertenbreiter | **Deputy Project Director:** Christoph Kaut
COMPACI program | c/o DEG-Deutsche Investitions- und Entwicklungsgesellschaft mbH | Kämmergasse 22, 50676 Köln (Cologne), Germany
Mail: info@compaci.org | compaci@giz.de
Web: www.compaci.org | www.cottonmadeinafrica.org
Coordination: Annalena Fuchs
Layout: Simone Reusch | Andreas Wünkhäus | Düsseldorf