



COMPACI-News

Competitive African Cotton Initiative

Malawi: Cotton for Women Development Malawi

Interview with Hon. Bernadetta Mlaka Maliro (Member of Parliament)



Hon. Bernadetta Mlaka Maliro

At 26, Hon. Bernadetta Mlaka Maliro was the youngest member of Parliament in Malawi when she was elected in 2009.

After graduating from New Era Secondary School in Ntcheu District in 2001, she travelled for six months in South Africa before starting her own business in the town of Balaka in Southern Malawi where she sold household items, clothing and food-stuffs. The business

paid for various courses she attended to empower herself. Towards the end of 2006, being successful in her own right, she became more and more interested and motivated to do something for other women as well, and began campaigning on their behalf.

In 2009 she stood as an independent candidate for election in one of the 6 constituencies in the Chikwawa District, and won those elections after competing with 8 male competitors.

In her campaigns Bernadetta told the women that if they would choose her, she would be there for them. And she kept her promise. Since being elected she has been looking for opportunities to empower the women in her constituency, helping them employ themselves and do their own thing to the benefit of their families.

As Bernadetta explains: *"I myself am married and I do my own things, and my husband is the same way. In the end we get together and decide on what we have to do and budget our money. It is a good way to make husbands think about these things. Women are good managers to start with, just think about what it takes to look after the family and raise one's children. I strongly believe that what I do can also be done by other women."*

With the assistance of locally respected people, e.g. retired extension staff, meetings were organized in four areas falling under different traditional chiefs and small committees were formed that went into the villages asking women if they were interested in joining her program. Eventually a total of 800 women, 200 in each of the areas under the traditional chiefs, signed up. Often the response of the women was:

"We did not know how to organize ourselves, where have you been so long? We need you."

With these areas being predominantly agricultural, a range of crops was considered, including groundnuts, beans, sorghum, millet and maize, but all of these proved to be less suitable compared to cotton because of the prevalence of dry spells in the Chikwawa area. The Cotton for Women Development association was then formed. The Great Lakes Cotton Company was identified as a suitable partner. It has a presence on the ground and is really listening to the people. The company GLCC has been assisting the association by providing its eight supervisors with bicycles. Bernadetta also continues to support the association directly, for example, by providing financial support covering transport costs to facilitate attendance to meetings and trainings. The members of the association often have to travel long distances.

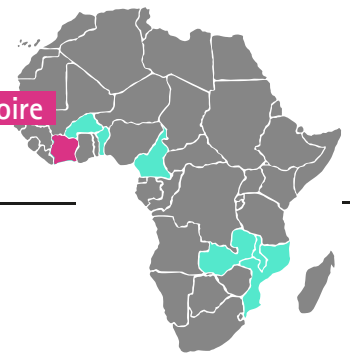
Apart from the focus on cotton production as a source of income for the women, attention is also paid to social welfare activities, such as HIV training, the provision of basic sporting facilities, and possibly even the drilling of water boreholes, of which there are very few in the area.

Bernadetta: *"The partnership with GLCC has been good, and a lot has been achieved for the women in a short period of time." She expects that many more women, having seen what can be done, will join the association.* •

Curriculum Vitae

Nationality:	Malawian
Date of Birth:	23 March 1984
Place of Birth:	Blantyre
Marital Status:	Macdonald Mlaka Maliro, a well-known Malawian singer
Children:	Two, Phillip 7 years and Morgan 3 years





The long lasting political and social crisis in Côte d'Ivoire

Seydou Diabagaté (Director of the Social Services Department at Ivoire Coton)

The long lasting political and social crisis in Côte d'Ivoire

The crisis started during one night in September 2002, when the so-called "rebels" launched attacks in Abidjan and tried in vain to storm the national radio and to take power. The country was split in two on the following day: 40% of the territory in the southern part of the country was under control of Gbagbo's government and 60%, including the center, northern and the western regions, was rebel held territory, headed by Soro Guillaume, the secretary-general.

Subsequently, the peacekeeping mission of the UNO (UNOCI) and the French Armed Forces of the Licorne ("Force Licorne") intervened, aiming to put an end to the armed conflicts between the two warring factions and to achieve a ceasefire, which in the end lasted more or less for 10 years.

These 10 years, however, which were neither peace nor war, had a strong impact on the cotton production in the north of the country.

The impacts the crisis had on cotton production

Immediately after the conflict started, it became extremely difficult for cotton companies to go on with their businesses. The cotton growing areas were occupied by soldiers. It was almost impossible to hold meetings, and even then only with the authorization of the "rebels."

This forced Ivoire Coton to move all important meetings to Sikasso, Mali. The payments to farmers who worked with Ivoire Coton also had to be made by a bank in Mali. For this reason farmers had to send representatives to Mali to execute banking transactions in their names and to withdraw money on the farmers' behalf.

The farmers or their representatives were often attacked and robbed on their way back by soldiers who were looking to make easy money. One must also not forget that many farmers who delivered their goods to other cotton companies in Côte d'Ivoire were not paid at all during a 4-year period. Nevertheless they went on producing and delivering cotton. Also the diverse obstacles deriving from an immense number of roadblocks on the way from Boundiali to Abidjan and back should be noted. Many so-called taxes and dues were collected from the cotton companies when passing these roadblocks in addition to the normal taxes they had to pay to the government.

The lack of high-quality seeds was an additional crisis-induced problem. The Centre National de Recherche Agronomique (CNRA - National Center of Agricultural Research) had to move away from Bouaké and was no longer able to accompany the process of producing high-quality seeds. For this reason farmers had no option but to stick to seed of the traditional old varieties for 6 years in a row. This contributed to a significant decrease in yields per ha.

In spite of all these problems, the responsible employees of the Ivoire Coton Extension Service remained in place. Many of the agricultural advisers, however, have left the north of the country for fear of the rebels.

A way out of the crisis

After the elections, the former president Gbagbo initially refused to concede defeat and instead clung on to power. This post-election crisis turned into an open civil war, which, however, could be soon calmed down with the aid of the UNO and the French Force Licorne.

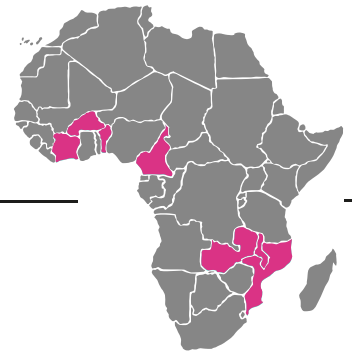
Immediately upon the fall of Gbagbo, the economic and government activities soon started to recover. All civil servants returned to their posts and are back at work. Companies have resumed work and bank counters are once again open throughout the entire country. The traffic of goods from the South to the North and vice versa is also operating smoothly again.

This positive development could only be realized thanks to the major efforts by the newly elected president to secure peace, boost the economy, guarantee the safety of people and property and to his commitment to truth, reconciliation, dialogue and justice.

Given that the purchase prices for cotton have also become more favorable once again, it can be assumed that cotton production soon will recover and will reach a level that is higher than it was during the last 10 years. The same can be said for the production of cashew nuts. •



Seydou Diabagaté



And what does COMPACI do for men...?

By Sarah Schneider (COMPACI Junior Project Manager at GIZ)



Sarah Schneider

...asked the manager of one of our partners (a cotton company participating in COMPACI) one day while discussing gender issues. Let us go back to the beginning of the program to answer this question.

One thing COMPACI wants to ensure is that women and men have equal access to project resources, activities and benefits. Equality in this context does not mean the "sameness" of women and men, but rather that women and men must have equal rights, chances

and opportunities if sustainable improvements in productivity, incomes and well being are to be achieved with the support of COMPACI. The attentive reader may now object and note: Wait a moment, equality has to be seen in the context of each individual country, since the roles assigned to men and women are determined by the social, cultural and economic organization of the respective societies, as well as by dominant religious, moral and legal conceptions. And my answer would be: Thank you, you are completely right!

So, in order to discover if men and women benefit equally from the success of COMPACI, the International Center for Research on Women (ICRW) and local consultants for further in-depth studies were assigned to find out more about the role of women and men and their responsibilities in cotton farming households in each of the COMPACI partner countries. As a general conclusion from the studies it can be said that women have a critical role in cotton production, but are underrepresented as members of producer organizations and project staff, have production contracts less often, less access to inputs, lower attendance rates to trainings, and less access to returns from cotton production than men. **So the question now is: what can COMPACI do to empower female farmers?**

While some partners already had gender policies and aimed for more gender equality within the company and their outgrower schemes before joining COMPACI, other companies either realized that there can be an added value by integrating women in their work more thoroughly but did not possess of a structured approach to make use of this perception or they did not plan to do so at all.

It turned out that, based on the recommendations of the consultants and (intensive) discussion between COMPACI management and cotton companies, there is no one-fits-all-solution and that entry points for gender specific interventions differ from country to country. Operational plans for the implementation of gender activities were finalized the end of 2010 and the beginning of 2011 and the implementation of these activities has already started with the exception of Côte d'Ivoire, where interventions are postponed due to the current post-civil war conditions.

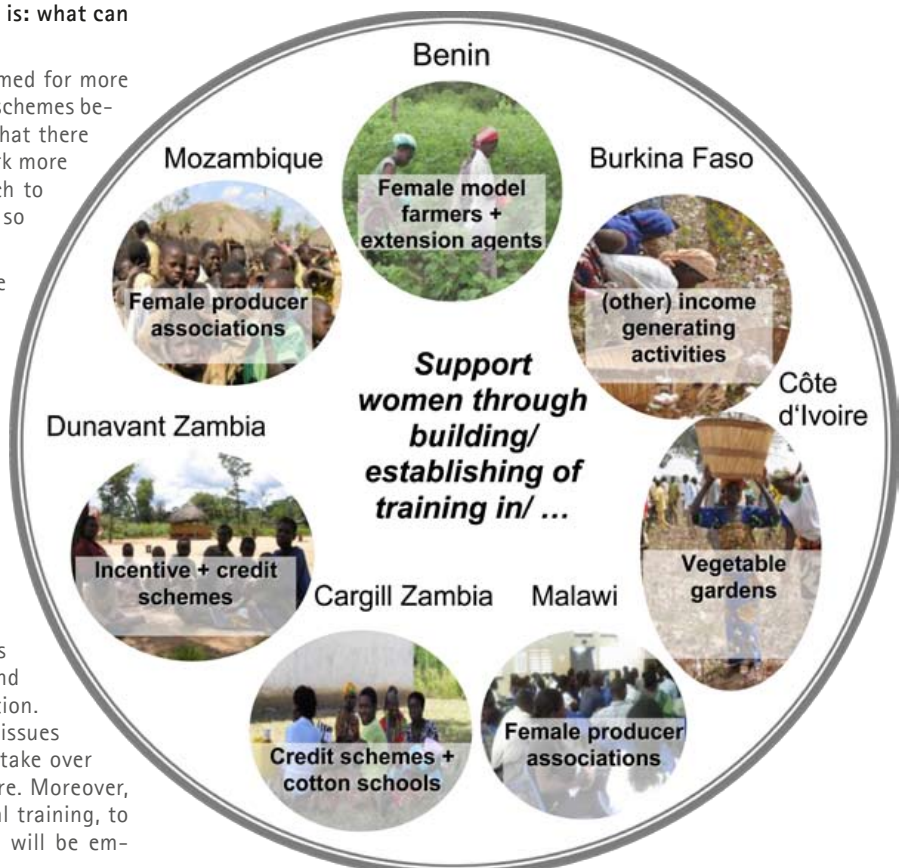
The activities, which are now implemented in most COMPACI partner countries, address all categories of recommendations proposed by ICRW. Almost all partners are striving for gender sensitization of headquarter and extension staff, building the basis for further intervention. Furthermore, nearly all partners will integrate gender issues in their agricultural training and encourage women to take over leading positions in the training and extension structure. Moreover, women will be encouraged to participate in agricultural training, to sign production contracts with cotton companies and will be em-

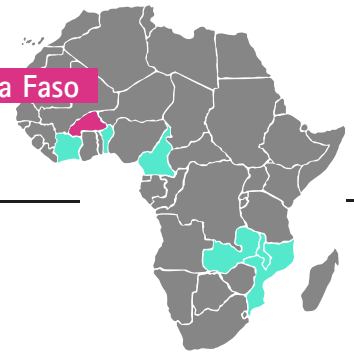
powered to take credits. All partners emphasized that men should also be encouraged and made aware of the added value of increasingly integrating women into all program activities.

Each partner puts specific focus on certain activities, which can be gathered from the graph below. In Burkina Faso and Côte d'Ivoire, especially, specific activities concentrate on the empowerment of women through activities that are not directly related to cotton production, but rather to vegetable production and the support in developing other income generating activities. Whereas GLCC in Malawi puts emphasis on the collaboration with the Cotton for Women Development Association, Cargill Zambia offers a credit scheme specifically for female farmers and encourages the formation of "Cargill cotton women clubs." These clubs consist of contracted female farmers with verifiable membership to an active cotton (training) school. Like Cargill, Plexus Mozambique sets the focus on forming and supporting female producer organizations. Dunavant Zambia intends to give agricultural credits directly to female farmer groups and to promote well performing female farmers as model farmers for other women, as is also planned in Benin.

Since cotton companies usually lack the staff capacity and/or expertise needed for the implementation of gender specific activities, most partners employ a gender desk officer/consultant and/or cooperate with local NGOs or, as in the case of GLCC in Malawi, cooperate with the national Ministry of Gender and Women affairs.

Through the implementation of the above mentioned interventions, which are well adapted to the respective setting, cotton companies can get the ball rolling and build the basis for further activities in the future towards a more sustainable economic and social development. •





Transgenic Cotton in Sub-Saharan Africa (SSA): A First Review

By Roger Peltzer (COMPACI Project Director)



Roger Peltzer

The use of cotton produced from genetically modified seed is rarely a subject of dispassionate consideration after weighing the pros and cons. This is because both opponents and supporters tend to only refer to the sources and reports that confirm their own interpretation when it comes to pursuing their line of argument.

After South Africa, Burkina Faso is the second country in SSA to have introduced

the commercial cultivation of transgenic cotton. The seed has been developed jointly by Monsanto and the local research institute INERA on the basis of local varieties. As far as it is known - contracts are confidential and the people involved bound to secrecy - The correspondingly developed seed is jointly owned by both contracting parties. These newly developed, genetically modified varieties had been undergoing tests for three years before the transgenic cotton was widely introduced in the 2009/10 growing season. Based on the test results, expectations were high that transgenic cotton would achieve yield increases of up to 30% compared to conventional cotton.

Experiences gained in Burkina Faso after two extensive Bt cotton harvests

The final statistics on the 2009/10 harvest season and the preliminary statistics on the 2010/11 season are now available. In 2009/10, Bt cotton (cotton which contains genes found in the naturally occurring *Bacillus thuringiensis* which produces crystal proteins that are toxic to many species of insects) was planted on 35% of the cultivation area, in 2010/11 it was planted on almost 70%. Throughout in 09/10 season the entire country, transgenic cotton achieved on average yield increases of "only" 16% compared to conventional cotton. In the last season (10/11) the difference between the yields will be even less according to preliminary estimates. In the concession area of Faso Coton, however, though it only accounts for 5% of Burkina Faso's cotton acreage, yield increases of more than 30% were achieved in 09/10 compared to conventional cotton. Admittedly, the difference between the yields has decreased to an average surplus of 15% in the recently ended last season at Faso Coton, as well.

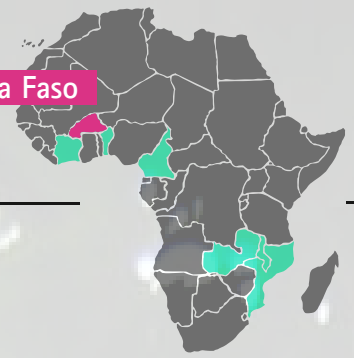
Nevertheless, the cultivation of transgenic cotton turned out to be profitable for the Burkinabe farmers in 09/10. Much higher seed costs (prices are five times as high as prices for conventional seed) were largely compensated for by lower costs for pesticides (pesticides had to be sprayed only twice instead of six times). For the producers, input costs per hectare

were only approximately 5% higher for the cultivation of transgenic cotton compared to conventional cotton. This results in an overall increase in revenue of 26 Euro (= approx. 40 USD) net per hectare for a farmer cultivating transgenic cotton while also being able to minimize the time spent on working the land. This amount may appear small, but has to be seen in relation to the per capita income, which for the large majority of farmers is below 1.25 USD a day. However, it has to be kept in mind that the surplus generated with transgenic cotton has decreased in the current season.

The findings from Burkina Faso clearly show that results achieved under test conditions cannot be transferred one-to-one to ten thousands of real operating farmers. The yield increase achieved by cultivating transgenic cotton does not result from an increased genetic potential yield of the plant but from a reduced loss of yield due to pests. This would mean that the potential yield of the transgenic cotton would offer higher potential during times that are characterized by a high degree of pest pressure. The fact that the damage caused by pests during the 2010/11 season was relatively small and that at the same time yields were lower than expected could be a proof for that.

One must also add that transgenic cotton is only able to achieve its full potential, and thus to prevent crop losses in the best possible way, when the proposed fertilizers are applied and when the little spraying that is still necessary is performed adequately. Smallholders, however, tend to use the fertilizers and pesticides for other field crops, as well. In this respect, the following conclusions can be drawn: The more farmers are involved in intensive agricultural advisory services, the better are they able to follow the guidelines on good farming practice, thus seizing the opportunities for yield increase deriving from the use of transgenic cotton. This partly explains why the difference between the yields is, for the time being, significantly larger at Faso Coton compared to the average in Burkina Faso. Furthermore, in 09/10 the focus was initially on the particularly efficient farmers; the more the less efficient farmers were included, the more the relative advantage of the genetic cotton decreased.





Less work and reduced health risks for the farmers

From the farmers' perspective, it is important to note that the use of transgenic cotton entails a significant reduction in labor. Farmers only need to spray pesticides twice instead of six times. One must bear in mind that a farmer needs to walk approximately 11 km to spray 1 ha, not to mention the time it takes the farmer (mostly women) to get water for diluting the pesticides. This reduction in labor, which is not included in the above mentioned calculation, is an argument justifying the use of transgenic cotton from the farmers' point of view, as is the fact that health risks are significantly reduced given that they are exposed less to toxic pesticides. For this reason, the use of transgenic cotton is highly accepted among the farmers in Burkina Faso. Most of them would like to increase the size of the area under transgenic cotton cultivation.

According to studies carried out during the test phase (and to literature data), the use of transgenic cotton has no influence on biodiversity - in contrast to the conventional cultivation, which is more likely influenced when it comes to using pesticides with a broad spectrum. The recurring argument that the use of transgenic cotton would, over the course of several years, encourage a development of resistance is not particularly convincing either, especially when comparing it to conventional cotton. The combination of active substances in the plant protection products has to be adapted continually in order to undermine the development of resistance with conventional cotton, as well. Nevertheless, one or two additional sprayings per season might become necessary in the future, which could lead to a reduced competitiveness for transgenic cotton unless it becomes possible to make full use of its potential for yield increases amounting to 30%.

Experiences gained in West Africa cannot simply be transferred to East Africa

There is, however, also an argument against transgenic cotton. For farmers in Sub-Saharan Africa, the use of transgenic cotton only makes sense if their productivity already is at a relatively high level of about 800 - 1000 kg/ha. Only then (or alternatively in case of very high world market prices for cotton) is there a chance that the high costs for seed will pay off. If the level of productivity is below 500 kg/ha on average, as is often the case in Eastern and Southern Africa (Uganda, Tanzania, Mozambique, Zambia), the economic benefit seems very questionable.

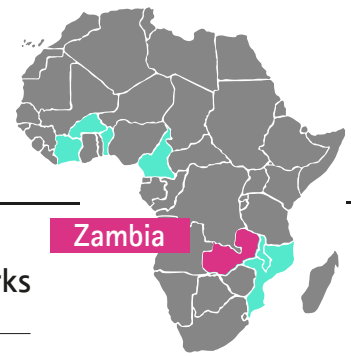
This can be illustrated by the following example: In Mozambique a farmer generated a gross turnover of approx. 110 EUR/ha during the 10/11 season. After deducting input costs amounting to 15 EUR for the low use of pesticides, the net margin totaled 95 EUR/ha. Also assuming a yield increase of 15% on average through cultivation of Bt cotton for Mozambique (which is a rather optimistic approach in light of the experiences gained in Burkina Faso), the gross turnover would

increase to 127 EUR. The costs for the Bt seed alone amount to 41 EUR (prices in Burkina Faso), which then have to be deducted. Adding the remaining pesticides, the deduction would amount in total to 50 EUR. A net margin of 77 EUR would remain, turning the cultivation of transgenic cotton into a loss-making operation for the farmers. In the case of very high world market prices, the situation would be slightly different, but it is rather unlikely that the prices will remain at the current level. In general it can be assumed that Mozambique and, for example, Malawi (whose figures are similar to Mozambique) have strategies available which focus on increasing the smallholders' yields more efficiently than the use of transgenic cotton does. The use of widespread high quality conventional seeds and of foliar fertilizer is much easier to handle and would have more direct and visible effects.

In addition, there is the very fundamental question of how pre-financing the high costs for genetic seeds will be tackled in Southern Africa, given that the corresponding organization in the cotton sector is already not allowing or limiting the repayment of input financing at present. This is especially the case in Malawi, but it is also so in Zambia. Introducing genetic cotton seeds into these countries would lead to a double or five-fold increase of the input costs. What will be the farmers' opinion about that? The risk of more "side-selling" is very present.

In summary, it can be concluded that: Introducing transgenic cotton into Africa in the context of smallholders can be an option under certain circumstances, but it is far from being a universal remedy. In reality the use of transgenic cotton falls well short of expectations. The cultivation of transgenic cotton in the context of African smallholders remains a complex task. Whereas developing locally adapted transgenic varieties for countries such as Côte d'Ivoire and Cameroon can make sense, it is highly probable that there are more efficient strategies for Eastern and Southern Africa to increase yields and, correspondingly, the income of smallholders in the short term. •





Zambia

COMPACI Regional Cotton Sector Policy Seminar on Regulatory Frameworks Lusaka, Zambia, 4-5 May 2011

by Patrick W. Khembo (Chairman Cotton Development Trust, Malawi)



Patrick W. Khembo

Introduction

Participants of the seminar on Cotton Sector Regulatory Frameworks, organized by COMPACI in collaboration with COMESA, were drawn from Zambia, Zimbabwe, Mozambique and Malawi. The overall objective of the seminar was "to provide a forum for exchange of views and experiences on regulatory frameworks, address common issues affecting the cotton sectors, and chart the way forward for the participating countries."

The Malawi delegation consisted of 5 members representing government, farmers, ginners and input suppliers.

Common Challenges

Although we came from different countries, I was amazed at how similar the challenges besetting the cotton industry were in the region: low productivity (yield per unit area), deteriorating cotton quality standards, inadequate input supply, poor service delivery including finance, research, extension and training, poor agricultural credit recoveries, unsatisfactory pricing mechanisms for seed cotton, excessive installed ginning capacity, and little or no value addition activities. Despite these problems it was clear that there is a sense of urgency among the participants and the countries they were representing to seek solutions.

This is largely on account of the economic significance of cotton and its potential in the region. Cotton is produced almost entirely by small scale farmers in rural communities, providing employment to millions which support additional millions in the extended family setting. The industry also generates much needed foreign exchange. For countries such as Malawi, not much endowed with mineral resources, cotton is considered to be critical, especially in the face of the difficulties being experienced with tobacco trading due to the anti-smoking lobby.

Common Aspirations

It was the wish of every delegate at the seminar to enhance the cotton industry in every country and, in turn, in the entire region by increasing productivity while reducing the cost of production through the use of best practices, expanding production, improving cotton quality and generally increasing export earnings from the industry.

Upon reflection it was noted these aspirations could be achieved by creating an environment conducive to facilitating investment by all value chain players in the industry. Specifically, there is a need to provide for appropriate research and extension service, the timely supply of adequate and good quality inputs, and to promote healthy competition among buyers and suppliers of inputs to improve efficiencies and profitability.

Way Forward

1 Enabling Cotton Act

There is a need for enabling legislation that provides for a level playing field for all cotton industry players, as well as for an environment conducive to promoting investment. This legislation should promote smooth operations for players without stifling activities. For instance, while promoting competition by encouraging strong ginner participation, the law should restrict entry through licensing fees to ensure that only serious investors are considered. Too many ginners could be a disincentive for the provision of desirable service to the industry and consequently lower quality standards. The registration of all players and the supplying of critical information should be mandatory to facilitate smooth planning by all players. Zimbabwe had a lot to offer in this regard. Malawi's long awaited cotton bill should be expedited, as well.

2 Institutional Development

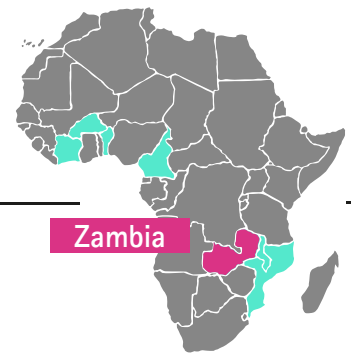
It is important that key value cotton value chain players should develop viable/vibrant common interest groups to lobby for policies/laws that would enhance their cause. For example, small scale farmers need to be organized into strong cooperatives/associations to facilitate the provision of services and to provide a forum for negotiating inputs/outputs.

3 Government Commitment

Government should seriously consider investment in common good areas. While it is expected that the government's role is to create an enabling investment climate and regulate industry as a beneficiary from cotton, it must also play an active role in investing in common good areas. Clearly there will be grey areas in which the private sector may not see immediate value. Such areas include research and development and contributing to extension and training.

4 Private Sectors Funding For Common Good Areas

In my view probably the most interesting part of the seminar was the funding of cotton inputs and essential services to the cotton industry, such as extension service. Due to the challenges associated with side-selling in a very competitive cotton buying environment and high credit default by farmers, a practical model that will ensure timely delivery of good quality services and inputs must be designed.



Zambia

If farmers were organized properly and financial institutions were encouraged to engage such associations/cooperatives, they could, perhaps, lend directly. A levy system, however, probably offers a more attractive solution. All key value chain players must contribute to a common fund that will provide for inputs and dedicated key services including extension services. Malawi intends to try this system, though we have been cautioned that some countries, such as Tanzania, have not found much success with such systems. We will investigate this in order to establish causes for the problems encountered. We hope these prove to be surmountable.

Conclusion

In conclusion the seminar did achieve the objectives set out. It would be worthwhile, however, for the organizers to follow up on country action plans in order to establish progress.

I would like to take this opportunity to thank GIZ/COMPACI for the kind invitation to this very important seminar. There was much to be learned and I trust that lessons learnt will be applied by all participating countries. •

Curriculum Vitae

Name	Patrick W. Khembo
Nationality	Malawian
Function	Chairman Cotton Development Trust, Malawi
Profession	Shareholder and Manager of Chemicals & Marketing Co. Ltd, trading in agricultural and industrial chemicals, seed and pharmaceuticals

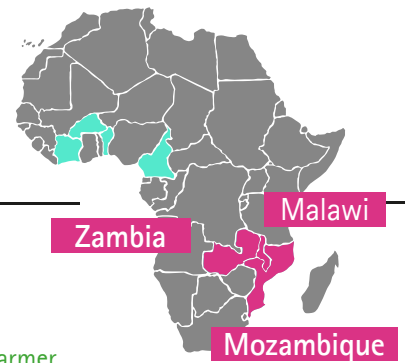


Standing from left to right: West Chita, Frans Grey, Ireen Chipindi, Berean Mukwenda, Marius Bosch, Susanne Neubert, Chris Nolte, Robert Kressirer, Yank Ke, Manuel Barbosa, Stephen Kabwe, Michael Jenrich, Charles Hayward, Christopher Mweetwa, Eddy Delaunay-Belleville, Fred Kongongo, Wolfgang Bertenbreiter, Rudy van Gent, Eric Sommeling, Piyush Goyal, Dave Tschirley, Ben Sekamatte, Gracious Hamatala, Synowden Mbalafana, Santana Afonso, C. Band

Seated from left to right: Priscilla Mutembwa, Norberto Mahalambe, Dercia Bai-Bai, Mackson Banda, Catherine Mungoma, Patrick Khembo, Terry Townsend, Julius Shawa, Chunga Mwila, Watson Mwale, Rockie Mutenha, Christine Mtambo

Front row from left to right: Shi Jingran, George Sampa, Edward Zulu, R.K. Bashack, Stephen Ntaka, Daniel Maseko, Dominique Dessauw, Geoff Watson

Not in picture: Amos Chipungu, Emmanuel Mbewe, Chance Kabaghe, Joseph Nkole, Petronella Gwasira



Development of Extension Materials for COMPACI Sub-Grantees in Eastern Africa

by Dr. Ben Sekamatte (Research & Development Consultant) – currently providing extension and farmer training services to COMPACI sub-grantees in Eastern Africa.



Dr. Ben Sekamatte (standing in the middle)

Introduction

One of the core activities of the Competitive African Cotton Initiative (COMPACI) is the training of over 265,000 smallholder cotton farmers in improved technologies aiming to raise productivity and thus contribute to an increased income from cotton farming. The COMPACI sub-grantees in Western and Eastern Africa have been using various training and extension materials and approaches developed over time, but questions on the appropriateness and quality of the materials and methodologies were still regularly raised and sub-grantees repeatedly expressed a desire for support in these areas.

The COMPACI Conservation Agriculture workshop in Lusaka, Zambia in September 2010 was also used to introduce the sub-grantees in Eastern Africa (Great Lakes Cotton Company in Malawi, Dunavant and Cargill in Zambia, and Plexus in Mozambique) to the process of developing extension materials. It was agreed that existing training and extension manuals were either outdated or too complicated to be of good use for extension staff and farmers alike (considering e.g. capacity and literacy levels, respectively), thereby negatively impacting the transfer of knowledge to and adoption by smallholder cotton farmers, and that pictorial materials in combination with complementary question and answer sheets would be more appropriate.

Sub-grantees were assigned the task of 'translating' existing manuals into pictorials and Q&A sheets. It was key to the exercise that the pictorials be complete and not overloaded with information, that the accompanying Q&A sheets complement the pictorials, and that the materials reinforce the training provided through demonstration plots.

COMPACI Workshop on Extension Materials and Methodologies

At the COMPACI Workshop on Extension Materials and Methodologies, held from 4–7 April in Blantyre, Malawi, the progress made was reviewed and further steps taken. The workshop was designed to provide a mix of presentations, participatory processes and field testing of developed materials involving farmers. Following presentations and discussions on principles and elements of extension methodologies and an extensive review of key extension messages in the materials already available with the companies, it became clear that a good foundation had been established for the further development of materials in the form of pictorials and question and answer sheets addressing key extension messages (Box 1).

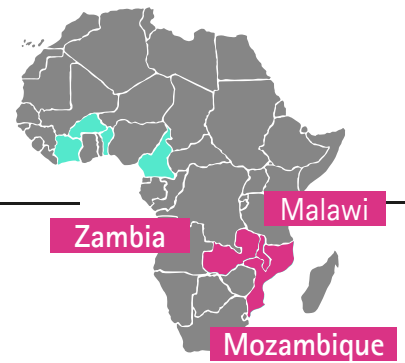
Key Extension Messages

- Profit and yield (farming as a business)
- Soil fertility / crop rotation
- Early and proper land preparation
- Early planting
- Plant population (thinning/gap filling)
- Timely and regular weeding
- Integrated pest management
- Responsible pesticide usage
- Harvesting techniques
- Marketing

Materials forming the basis for development of pictorials and Q&A sheets were, for example, the Five Finger Training Manual, the Ten Finger Training Manual (used by Dunavant), gross margin calculations, pest and beneficial insects charts, and pesticide handling safety charts. The challenge was to create and maintain logical order in designing the various training modules, which the participants addressed with much enthusiasm and concentration in close collaboration with designers who assisted in translating the key messages into pictorials, keeping the messages as simple as possible. All the while the focus was placed on linking the key messages to the ultimate objective of raising farmer productivity, while also taking into account gender aspects.

Field Testing and Joint Evaluation of Training Materials

After an elaborate and intense process of reviewing, criticizing and adapting or completely re-designing the various pictorials and Q&A sheets (detailed in the Workshop Report), the



materials were tested with two groups of 13 and 40 farmers respectively. Some of the key issues that emerged included:

- There is a need for good advance preparation (possibly in the form of role play) ahead of engaging farmers in the testing exercise. The group that worked with 13 farmers took too long for each question (as long as 23 minutes on a single question). This was because the team repeatedly 'ignored' farmers as they got into discussions amongst themselves.
- Farmers can be very observant and derive varied impressions from the pictures – in some cases contradictory to the intended key extension message.
- Farmers may even be able to observe other aspects like gender, which the extension agent may unconsciously have overlooked.
- Quality of the pictures is crucial.

Participants agreed that joint evaluation with farmers is an ideal way of testing materials. The key lesson learned from the farmer participatory testing was that a number of the pictorials used in the testing exercise, including those from the Dunavant manual used over time, did not portray the intended messages to the farmers and needed further significant revision. The farmers' comments were collated to be passed on to the artists/designers for changes still required to improve the quality of the pictorials in depicting the intended extension messages.

Outputs and Responses From Participants

Considerable progress was made during the workshop with the development of pictorials and Q&A sheets, and the format in which the workshop was conducted was highly appreciated by the participants.

Participants appreciated that it takes time to produce appropriate pictorials, and recognized the value of working closely with the artists/designers. Development of pictorials is not a single man's job, but a team assignment. The quality of pictorials also depends on the caliber of the artist one is working with. The artist should have a correct impression of exactly what the message is that needs to be conveyed through the pictorials, and clear instructions are always to be provided. Depicting carrots rather than e.g. groundnuts as an example of legumes in cotton based crop rotations is not conveying the key message of the importance of crop rotation in preserving soil fertility in a way understood by farmers.

It is also worth noting that the participants recognized that existing instruction sheets on safe use and storage of pesticides were not very useful and needed revision to create better communication materials. In this context a recent initiative by Cargill and Plexus to return empty pesticide con-

tainers was also discussed, recognizing that there is a gender aspect involved in the sense that women spend more time with the children, who are the most vulnerable to the impact of poor storage and disposal, and that women themselves might re-use empty containers to keep domestic items such as salt or other items. Collection for safe disposal could therefore become a gender specific activity across the three countries.

Gender aspect

In association with gender, one of the groups also obtained feedback from the farmers indicating that although women rarely attended training sessions on the topic, women frequently spray cotton, too. Vice-versa, a deliberate effort of Dunavant to promote women as Lead Farmers showed that in some areas men avoided women-led trainings. Cargill reported on the other hand that women Lead Farmers successfully conducted trainings to both men and women in the use of peg boards promoting pest scouting.

There was an understanding among the participants that it would be useful for business entities such as the COMPACI sub-grantees to develop a clear set of criteria for engaging women at different levels and/or involving women in different activities, and to be able to measure the value of support of investment in the women against these same criteria, rather than simply expressing gender promotion through numbers and statistics.

Last but not least, an interesting aspect that came up during the workshop was the possibility of using pictorial extension materials to reinforce radio programs, which all of the four companies run during the cropping season, so that the listening farmers can relate to the pictorial as the radio presenter speaks. •

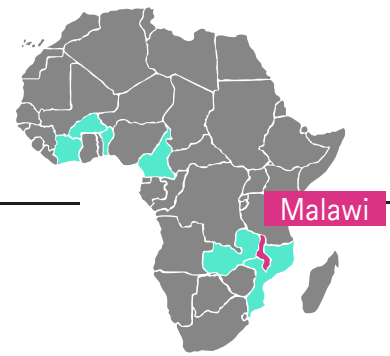
COTTON CALENDAR 2011

11 – 18 September Field mission to Burkina Faso and Cameroon on cover crops and soy/cotton rotation.



12 – 14 October Stakeholder Conference in Livingstone, Zambia





Lessons Learnt From the Focus Group Discussions. The GLCC Point of View.

By Patricia Mphundi (Great Lakes Cotton Company, Malawi)

During the FGDs held in Chikhwawa, Balaka and Salima between February 26th and March 5th in 2011, there were quite remarkable and meaningful findings, which require a greater emphasis in our endeavors to achieve the COMPACI objective of increasing productivity and meeting social criteria as required by CmiA. The notable findings worth mentioning are:

Delivery of inputs should be more timely:

Chemical importation was another challenge to GLCC. Although the bookings were completed in a timely manner, the chemicals were delayed by almost three weeks. This delay resulted into a significant loss in cotton production. The main reason for this delay was due to logistical problems at the port of Beira. There were no foreign currency issues or political events affecting the delay of the chemicals.

Delivered seeds should be high quality and certified:

During the 2010/2011 growing season, GLCC and other ginners agreed to sign an MOU for seed importation. The government decided to destroy all inferior seed, starting with Great Lakes, in an effort to protect the farmers. Unfortunately, some ginners decided to pull out and distributed inferior seed to farmers for free. This was tolerated by the government and a lot of farmers ended up with very low quality seed with extremely low germination rates.

Not enough sprayers available:

What the farmers fell short of saying is that there are no knapsack sprayers available, as a sprayer is synonymous to a knapsack to them. This calls for creating more awareness among farmers to inform them in a participatory manner of the hidden benefits of using the ULVA and how their concerns in using them can be addressed. The farmers' resistance to utilize more ULVA sprayers is also due to the fact that they often do not have batteries needed to utilize these sprayers. So GLCC will make efforts to supply batteries to the farmers and try to develop technical solutions with the supplier of the sprayers to fix these sprayer batteries so that the farmers cannot play around with them.

Very low awareness of IPM and toxicity of pesticides:

This is not a new concept to most farmers, as GLCC has been training them on finger five (pest management) but there is a need for more awareness. The low literacy levels of farmers make it difficult to adopt new technologies and many would rather do things the traditional way.

Lessons learnt from the FGD

Quite a number of lessons have been learnt from the findings made during the FGDs. The following are of importance:

1. There is a need for good organization and regulation of the sector complemented by good political will.

2. Associations are better farmer groups to work with, as all inputs can be easily calculated and sent and recovery is very easy to make, but the leadership of such organizations has to be focused, exemplary and properly chosen

3. When any change or technology has to be brought in, a series of awareness training sessions aimed at convincing the farmers beyond reasonable doubt that the technology works has to be held. This will create a dire need for the technology, after which the technology can be imported. Example: the ULVA sprayers, burning of inferior seed by the government and IPM.

4. Although conservation agriculture is not widespread in Malawi, there are many benefits as learnt from our colleagues from Benin and Zambia and we will soon pilot this in selected areas. •

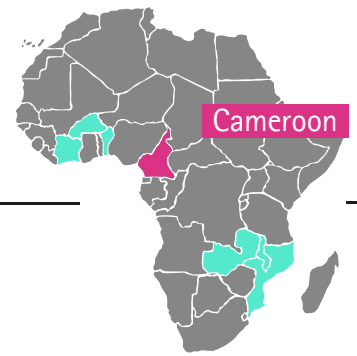


Patricia Mphundi

About the author:

Patricia Mphundi is a project manager for COMPACI at Great Lakes Cotton Company Limited in Malawi. She holds a Bachelor of Science in Agriculture majoring in Crop Science from the University of Malawi (Bunda College), Bachelor of Science in Agriculture (Agronomy) (honours degree) from University of Free State and a Masters of Science in Agriculture - Weed Science from University of Free State.

Her contact is Great Lakes Cotton Company, P.O Box 745, Blantyre, Malawi. Email: patricia@glccmalawi.com



Professionalization of the Farmers' Cooperatives in Cameroon

By Fernand Sadou, (Head of Division Professionalization at Sodecoton, Cameroon)

The cotton sector in Cameroon is influenced by two protagonists. This is the largely state-owned cotton company Sodecoton on the one hand, which buys up all seed cotton produced in Cameroon, and the CNPC-C, the Cameroon National Confederation of Cotton Producers, on the other hand. The CNPC-C was completely reorganized just three years ago and is now characterized by a three level organizational structure with 2,040 village cooperatives located in the villages. The CNPC-C has saved approximately 15 million euros in order to be able to become a co-owner of Sodecoton in the event its privatization. Two representatives of the CNPC-C are already members of the supervisory board of Sodecoton.

In 2002, Sodecoton and the CNPC decided to jointly set up a specific division, aimed at professionalizing the farmers' cooperatives' work, the "Division de Professionalisation de Groupement in Cameroon" (Division of the Professionalization of Farmers' Cooperatives). The Division de Professionalisation de Groupement in Cameroon has become more and more important ever since Sodecoton decided to transfer not only the parts of the administration responsible for input loans, but also a part of its agricultural consultancy to the CNPC-C, thus transferring some of its own staff to the CNPC-C.

The Tasks of the Division of Professionalisation

Its tasks include the following in addition to other duties:

- Supporting the village cooperatives in organizing their work in compliance with the existing articles of association, in terms of: holding their annual general meeting, proper accounting, appointment of the Executive Board, following the principles of "good governance."
- Training of the key personnel of the village cooperatives in financial management, accounting, warehouse management and compliance with articles of association.
- Assistance in accompanying measures in fields of functional alphabetization, fair trade and administration of grain warehouses, which serve as guarantee for obtaining loans for food crops.

The number of permanent employees of the division has been continuously increased in previous years, now reaching 112 employees and management personnel. One employee is now



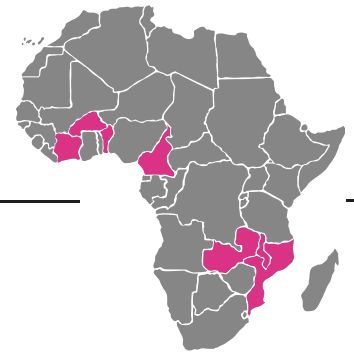
From left to right:
Fernand Sadou (Head of Division Professionalization at Sodecoton),
Guelsia Batounga (Communicator at CNPC-C),
Youssof Oumarou (Instructor at CNPC-C),
Dieudonné Tokang (Deputy Head of Service Control at CNPC-C),
Hotta Bouba (Instructor at CNPC-C)

responsible for 19 village cooperatives, whereas the relation was 1:35 only two years ago.

The 2,040 village cooperatives on their part employ: 1,500 warehouse keepers, 1,500 credit managers and 1,800 agricultural consultants. They are paid by the village cooperatives. Sodecoton then pays the village cooperatives a fee dependent on the quantity of cotton supplied upon completion of the harvest. A focus of the work of the Division de Professionalisation lies on training the employees of the cooperatives mentioned above, as well as on training the honorary boardmembers of the cooperatives.

The PPP project of DEG

Since January 2011, the - Deutsche Investitions- und Entwicklungsgesellschaft (DEG), has been promoting the work of the Division de Professionalisation. The project focuses on the training of the division's staff, as well as on concrete training measures in the villages. In addition, it includes support for the acquisition of agricultural machinery for the farmers, as well as pilot projects in fields of setting-up cooperatively organized microfinance banks in the cotton farmers' villages. •



CmiA Business Development Report 2010/2011

By Stephan Engel, (Managing Director for Sales & Finance of "Cotton made in Africa"/Atakora)



Stephan Engel

In 2010 nearly 800,000 EUR were generated from the CmiA licensing model. Compared to 2009 this is an increase of about 80%. Remarkably, 85% of the 800,000 income is generated by only 5 CmiA Partners: Otto, Puma, Tchibo, REWE and s.Oliver.

Looking into the future we can say that "sustainable cotton" will become a major trend. For the first time in history, large textile retailers have publically stated their goal to source their entire cotton demand from sustainable sources within the next five to ten years. Regarding the supply of sustainable cotton, the retailers named want to reach their target with the support of BCI, CmiA, Fairtrade and/or Organic Cotton. In this context, the approaches of CmiA and BCI are regarded as the only standards that could supply large quantities of sustainably produced cotton with a tolerable price premium.

Acceptance in foreign markets is not proceeding as was expected. The expansion of CmiA into the UK market is proving more complicated and will be more time consuming than anticipated. British retailers already seem well connected to providers of other sustainable cotton standards, namely Fair Trade and BCI, and are reluctant to engage with a third cotton sustainability initiative. Steps to familiarize UK retailers with the advantages of CmiA are under way. In the United States major retailers are just getting ready to start thinking about sustainability strategies along their value chains and with regard to the procurement of raw materials.

Taking that into account the, the forecast today from one year ago had to be corrected. Due to the said development, the prognosis for AbTF licensing revenues is less optimistic and about 30% to 40% less than estimated one year ago. •

For the next 10 years there will be an increasing demand for sustainable cotton

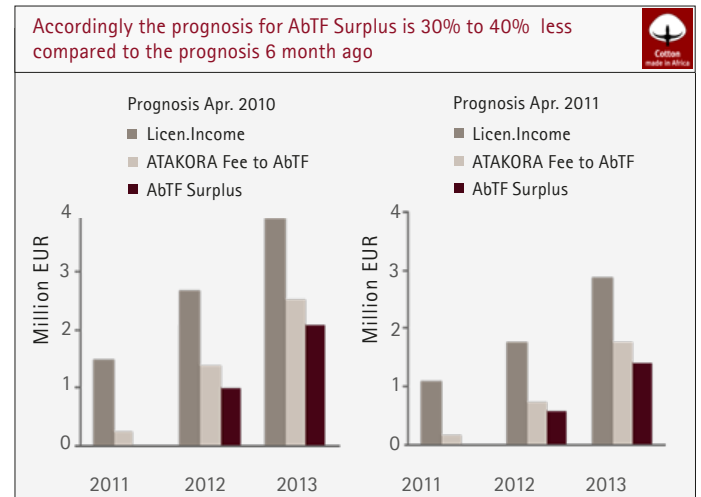


The market for sustainable and traceable cotton has just started to grow and is likely to show a dynamic growth throughout the next ten years. Some major important retailers and brands have defined and communicated clear targets in 2010 towards the usage of sustainable cotton:

- IKEA** 100% sustainable cotton by 2015
- adidas** 100% sustainable cotton by 2018
- C&A** 100% sustainable cotton by 2020
- H&M** 100% sustainable cotton by 2020
- PUMA** 50% sustainable cotton by 2015
- Tschibo** 50% sustainable cotton by 2015

The demand for sustainable cotton in 2015, caused by major BCI members (IKEA, H&M, adidas, M&S, Levi's is estimated to be 1.000.000 metric tons lint.

¹ ca. 320.000 mt, Ecotextile News Issue 41



Whereas the overall trend is very promising, the price explosion in cotton prices (180% in 8 months from July 2010) had a negative impact on CmiA's sales in 2011. New business at the beginning of this year was very difficult, as retailers focused on their core business to reduce margin hits from increasing cotton prices. In the meantime prices have come down and the market has been getting back to normal, which will only have a positive impact on CmiA sales in 2012.

Imprint

Editor | Editeur: Roger Peltzer | Project Director | Directeur du Projet | Wolfgang Bertenbreiter | Deputy Project Director | Directeur adjoint du Projet Programme Compaci | c/o DEG-Deutsche Investitions- und Entwicklungsgesellschaft mbH | Kämmergasse 22, 50676 Köln (Cologne) Germany
Mail: roger.peltzer@deginvest.de | wolfgang.bertenbreiter@giz.de
Coordination: Constantin Brinkmann, David Köngeter | **Layout:** Simone Reusch, Andreas Wüinkhaus | Agentur Mustermann | Düsseldorf