



Marketing and branding Organic Cotton from Africa

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From where comes the idea

- Effort for soil: Healthy soil, healthy textile,
- The organic market is growing, the potential is there.
- African fiber is of a high quality,
- Farmers are well informed & have good internal control systems.
- Gender disparity relevant in Africa and organic helps address this.
- The cotton is mostly hand picked.



Opportunities

- Availability of local hand work industry,
- Need to give identity to the products
- Existence of cultural identity that can be translate in to commercial arguments for organic textiles
- Existence of similar initiatives highlighting African cotton
- Possibility to develop a regional wide market (instead of focusing on small country level initiatives)



Critical questions

- How to promote African organic cotton?
- How to communicate to the market that :
 - Organic cotton from Africa is of good quality,
 - Helps reducing gender disparity?
 - Helps to reduce poverty?
- Are we going to communicate this on end products (textiles) or on fiber?
- If textiles, how are we going to achieve this with a weak textile industry facing many challenges?
- How to make organic textiles available on local and regional market?



What are the thoughts to date

- Raising awareness of consumer,
- National campaign to lobby the policy maker,
- Alliance of actors, producers and processors to lobby,
- Develop products to convince the market and policy makers,
- Encouraging the existing initiatives. Edun, Burkina,
- Transparent linkage in the supply chain.



Existing initiatives





Organic cotton fiber processing

Manufacture

Uganda, **Phenix** makes quality organic end products that are sold locally and on international market





Organic cotton fiber processing

Handicraft



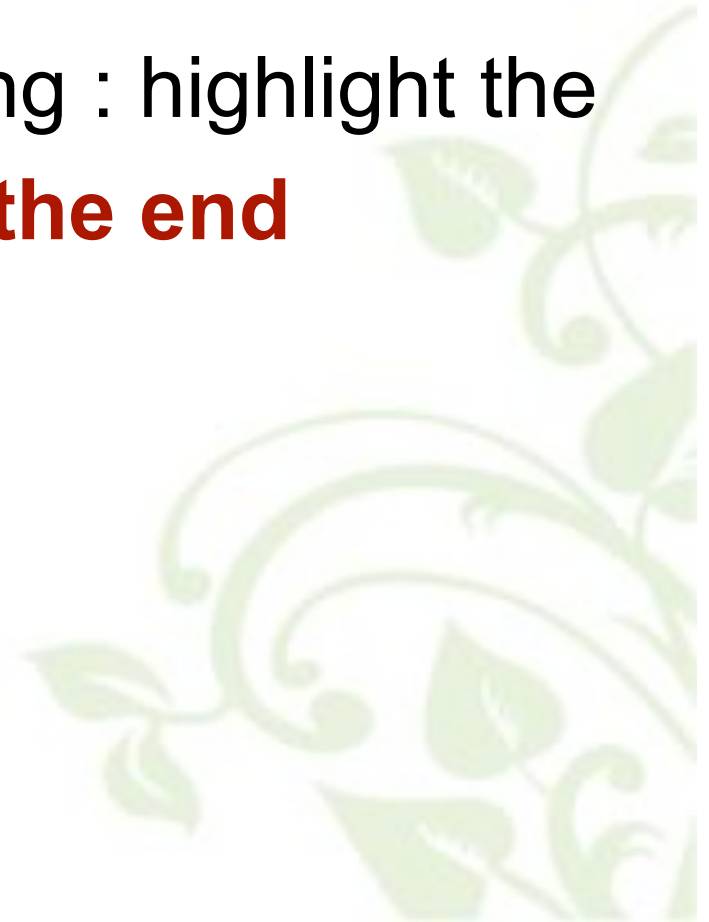
Well developed
in West Africa

Appropriate manufactured spun not available. Spinners in West Africa are not yet interested in producing organic yarn.



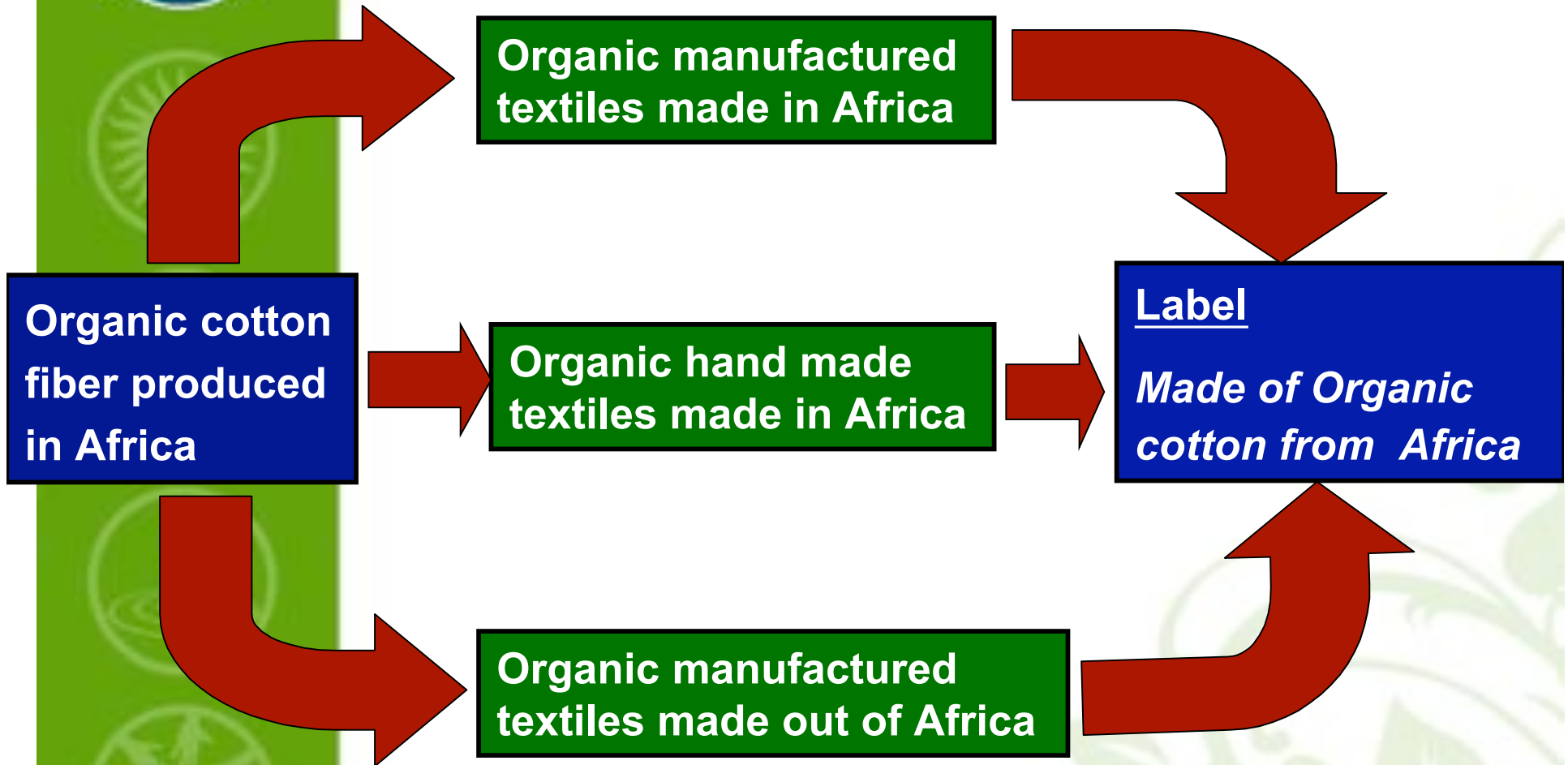
New orientation

Promote origin labeling : highlight the origin of **OCFA on the end products**





New orientation



What will be the process to put such setting in place?