

Cotton Promotion: Why, Who, How

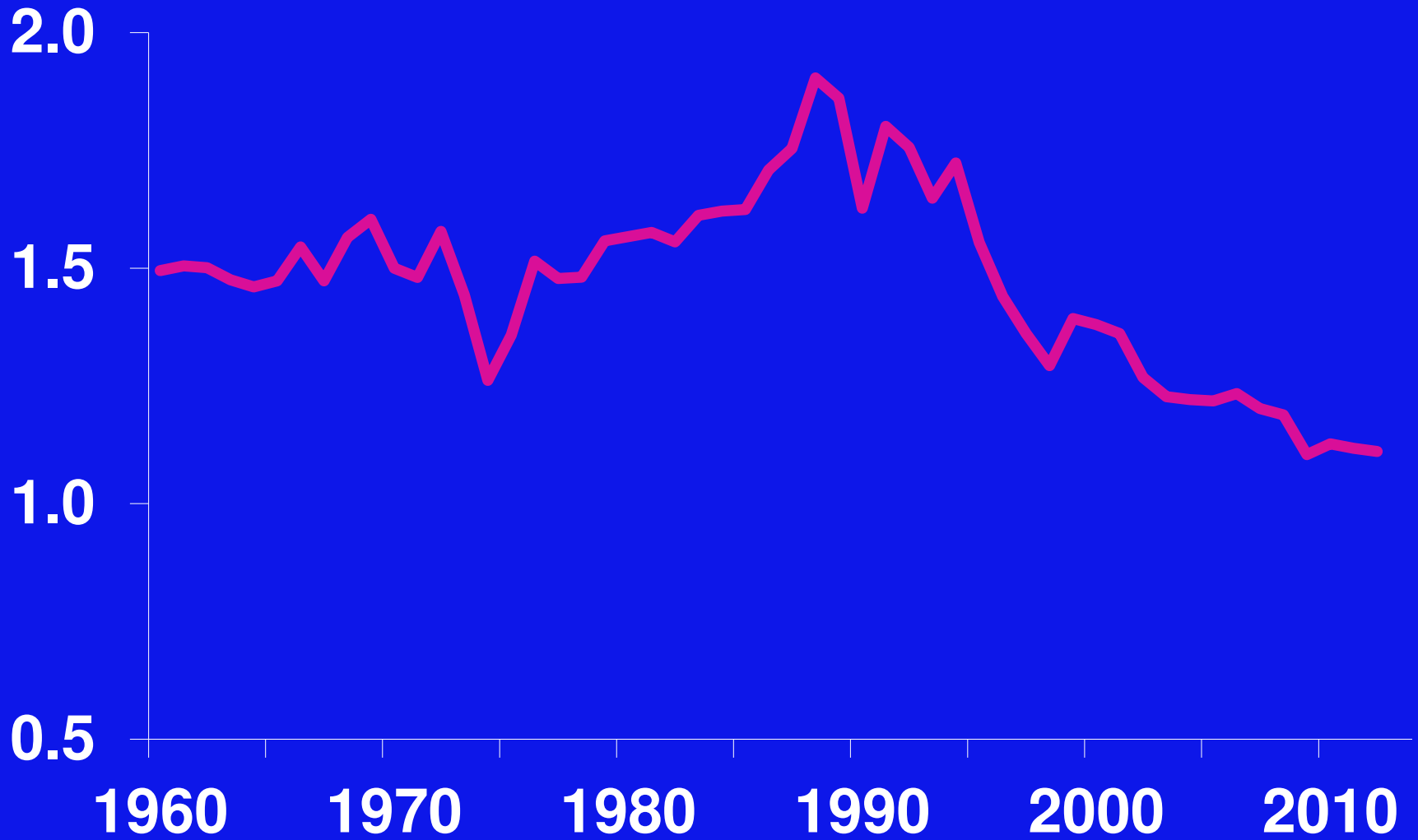
Cotton India 2014

**26 November 2014
Mumbai**

**International Forum for Cotton
Promotion**

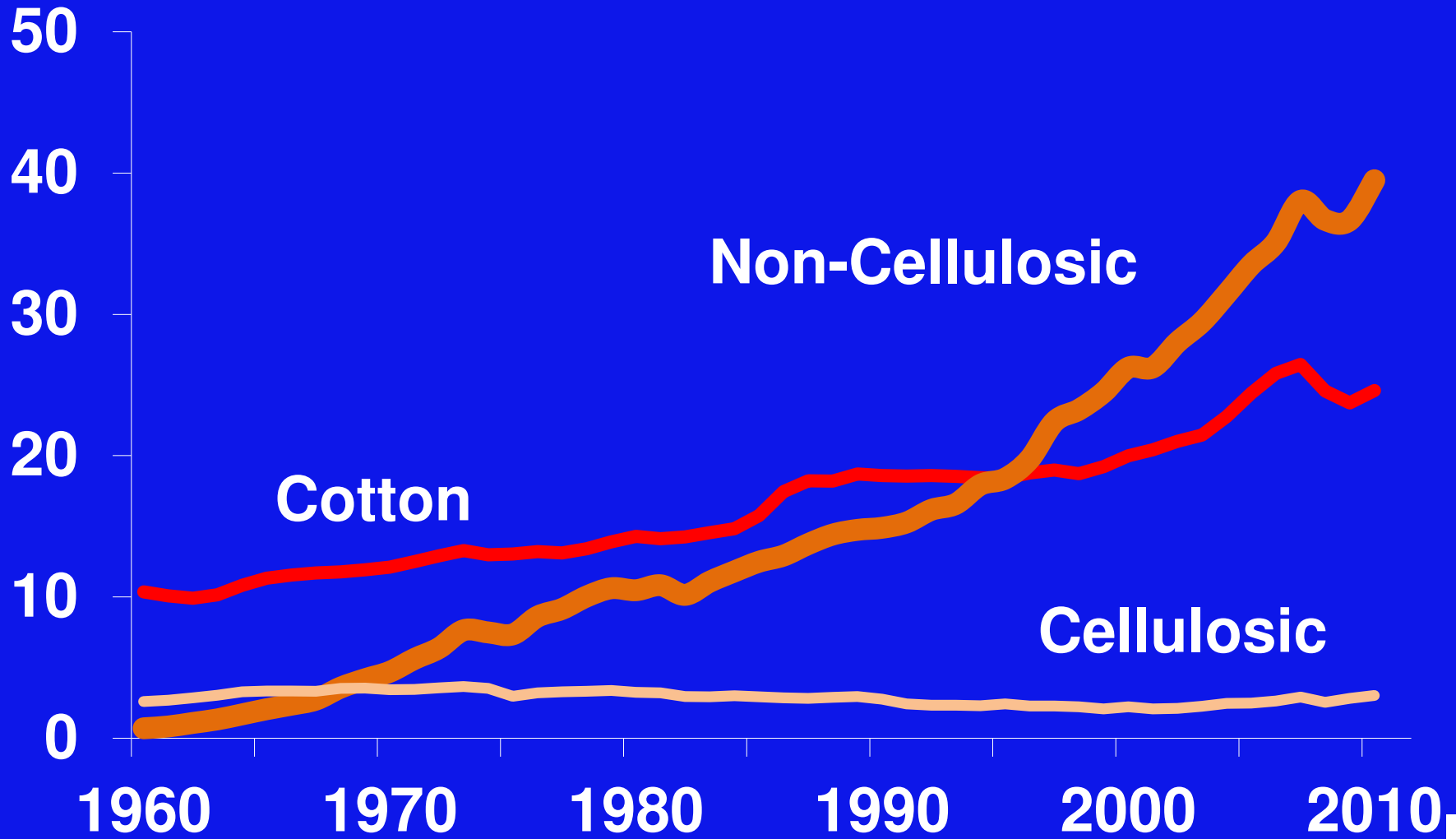
Why: WORLD WOOL PRODUCTION

Million tons



Why: WORLD FIBER PRODUCTION

Million tons



Why:

THE DEADLY CHEMICALS IN COTTON



A report by the
**Environmental
Justice
Foundation**

in collaboration with
**Pesticide Action
Network UK**

Why:

Textile Exchange:

“...proving that organic cotton causes less environmental damage than conventionally grown cotton...”

Why:

Favorable Policy Environment:

- **Trade policies**
- **Research & Extension**
- **Infrastructure**
- **Environmental Regulations**

Who:

Everyone!

But

Not government

How:

IFCP: Cost-effective Strategies:

<cottonpromotion.org>

- t-shirts for marathon runners
- design contents for fashion students
- Displays in shopping centers
- Interactive cotton museum
- School contact programs

How:

**Persistent,
Information**

Consistent,

Fact-based

newsletters

interviews

letters

rebuttals