

Be part of our journey towards making agriculture systems more holistic and climate resilient, guided by CottonConnect's REEL Regenerative Code.



Sharing a regenerative approach to protecting and enhancing the environment has been at the core of our sustainable agriculture training programmes for the last decade. In that time, we have supported hundreds of thousands of cotton farmers with training designed to help them implement changes.

### WHAT IS REGENERATIVE AGRICULTURE?

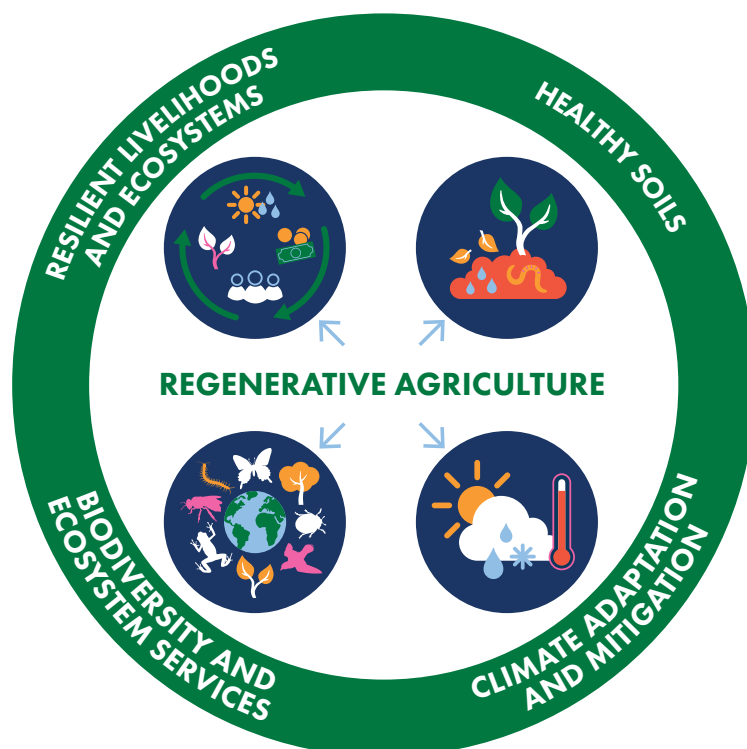
Regenerative agriculture is a holistic, outcome-based farming approach. It focuses on practices that help to improve soil health, encourage biodiversity, promote water efficiency and reduce greenhouse gas emissions whilst also supporting farmers to diversify their incomes and become more resilient to climate change.

*“Doing less bad is no longer enough if we are to address the impact of climate change across supply chains. We continue to embed regenerative practices into our programmes.”* says CEO Alison Ward

## KEY AREAS OF COTTONCONNECT'S REEL REGENERATIVE OFFER

- Increased economic welfare and reduced farming costs
- Enhanced ecosystem services
- Animal welfare
- Agri-input production centres

- Enhanced agrobiodiversity
- Diversified incomes
- Conservation of biodiversity components and species



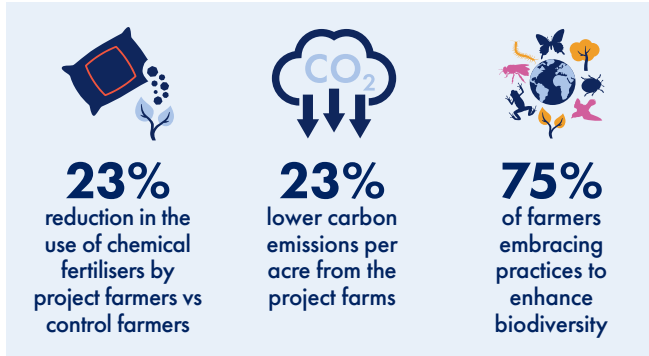
- Improved soil carbon levels
- Increased soil organic matter
- Better water holding capacity
- Enhance biofertiliser use & reduce chemical fertilisers

- Sustainable water management
- Reduced use of chemical pesticides
- Agroforestry practices
- Improved soil-carbon sequestration

## WHY WORK WITH US ON REGENERATIVE AGRICULTURE?

CottonConnect's **REEL Regenerative Code** is a unique, scalable and transformative approach driving behaviour change in farming practices. Our on-the-ground knowledge, expertise and relationship with cotton farmers has enabled us to create a programme that generates tangible benefits for the environment and farmers.

The preliminary assessment for the first year of our Regenerative Cotton pilot highlighted substantial progress in several key areas including:



We believe that regenerative cotton is about supporting communities to find local solutions, designed by and with local people, so that both farmers and the environment can thrive.

- CottonConnect offers a three-year REEL Regenerative training programme for smallholder cotton farmers who are the backbone of the supply chain. The programmes are tailor-made and can be customised to the brand's or retailer's strategic focus.
- CottonConnect has gained significant expertise following three years of cross-country implementation experience in India, Pakistan and Bangladesh, along with a robust monitoring and evaluation function to learn the lessons in the bid for continuous improvement, along with credible third-party verification.
- CottonConnect has launched a unique climate change ambassador programme: Female farmers in Gujarat got trained to act as climate ambassadors.
- CottonConnect has senior inhouse experts, that understand the local context, speak the relevant languages and guide and monitor the programme implementation.

### ABOUT COTTONCONNECT

- Award-winning proven approach to improving supply of sustainable cotton since 2013.
- In-depth understanding of the cotton production, procurement and manufacturing process.
- Relationships with all links in the supply chain in order to trace garments back from Tier 1 suppliers all the way to the farm.
- Dedicated supply chain specialists in key cotton origin markets, India, Pakistan, China, Bangladesh, Egypt, Turkey.



Women farmers from Vyadhar village, Narmada district, Gujarat in India with vermicompost production.

The uniqueness of the approach is driven by a mix of:

- **Innovative, regenerative practices** that are nature-, science- and context-based.
- **Focus on women and smallholder farmers:** CottonConnect has direct access and trusted relationships.
- **Independence and credibility:** A three-step verification process including third-party auditing and claim verification.
- **Bottom-up approach:** training, demonstration, trusted relationships, handholding and capacity building for farmers with the support of local partners.
- **Train-the-trainer model** to maximise good practices.
- **Best-in-class technology:** CottonConnect's TraceBale software provides end-to-end traceability as the cotton moves into the supply chain.

### WHY NOW?

The deterioration of soil health due to climate change and excessive chemicals is a growing threat to the long-term production of cotton. It is therefore important to scale up the implementation of regenerative practices that not just enable sustainability, but transformative agriculture systems that rejuvenate the entire agro-ecosystem and build climate resilience.

CottonConnect is committed to empowering farmers with knowledge and resources in order to achieve a future where sustainable agriculture becomes the norm, benefiting the communities involved and contributing to a global shift towards regenerative practices.

### GET IN TOUCH

For more information, or to find out how CottonConnect can support your organisation, contact us today:

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