

REEL Code of Conduct Version 1.0



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1 Integrated Management System

1.1 Contracts and Agreements

1.1.1 Written Contracts, memberships and agreements shall be in place at all levels.

1.1.1.1 Written documents of membership/License and agreement between the producer group and REEL Secretariat (REEL COTTON International) shall be maintained.

1.1.1.2 Written documents of membership and agreement between the producer group and National Network (REEL COTTON India) shall be maintained.

1.1.1.3 Written documents of membership and agreement between the producer group (Implementation Partners) and Farmers shall be maintained.

1.1.1.4 Written documents of membership and agreement between the Ginner and National Network (REEL COTTON India) on the Licensing requirements shall be maintained.

1.1.1.5 Written documents of contract and or agreement between the Ginner and producer group (Implementation Partners) on the Purchase requirements shall be maintained.

1.2 Producer group set up

1.2.1 A producer group structure shall be implemented, and the communication strategies with farmer members (capacity building, 1st and 2nd level facilitation) described in detail.

1.2.1.1 The producer group structure and communication shall be described in detail.

1.2.1.2 A detailed documented farmer's profile (FFB) shall be maintained.

1.2.1.3 Profile of Control farmers and relevant data capturing, storage and retrieval system shall be in place for comparison of REEL COTTON farmers.

1.2.1.4 A communication or agreement on implementation of decent work at the farm / farmers in place

1.3 Documentation & Information Management

1.3.1 A System shall be in place on Documentation & Information management to record, collect, collate, store, extract and report the data required for the program needs.

1.3.1.1 An updated REEL COTTON Program plan shall be in place.

1.3.1.2 Evidences of implementation/progress of the program shall be documented and maintained.

1.3.1.3 RESULTS INDICATORS are periodically reported and records shall be maintained.

1.3.1.4 Monthly performance reports (MPR) are submitted.

1.3.1.5 Quarterly progress reports are submitted.

1.3.1.6 Data storage or records and retrievability shall be demonstrated at primary level.

1.4. Quality & Traceability Management

1.4.1 Pre harvesting, Harvesting, Post harvesting handling and storage

1.4.1.1 Farmers adopt quality and traceability practices at Pre harvesting, Harvesting, Post harvesting handling and storage.

- 1.4.1.1.1 Farmers adopt proper crop harvest management techniques, timing and judgement.
- 1.4.1.1.2 Cotton is prevented from being contaminated with foreign material during and after picking.
- 1.4.1.1.3 Incidence of poor quality due to various reasons is monitored.
- 1.4.1.1.4 REEL COTTON product flow shall be documented up to Ginner level and maintained.

1.4.2 **Ginner**

- 1.4.2.1 Quality and traceability system at Ginner level shall be in place

- 1.4.2.1.1 Ginners shall maintain separate heap for REEL COTTON to avoid contamination.

- 1.4.2.1.2 Ginners shall maintain separate storage spaces for lint cotton.

- 1.4.2.2 Traceability Tools and Techniques are accessible to the ginner.

- 1.4.2.2.1 Competent traceability tools and techniques shall be accessible at the ginner level.

- 1.4.2.2.2 Ginner shall demonstrate the separation, physical traceability and document traceability of the REEL cotton against a particular Bale ID.

- 1.4.2.3 Health and Safety practices are followed at all levels

- 1.4.2.3.1 Ginners shall use appropriate personal protective equipment.

- 1.4.2.3.2 Ginners shall maintain and use First aid / Emergency kits.

1.5 **Internal Verification**

- 1.5.1 Three levels of verification system shall be in place for effective implementation of the program.

- 1.5.1.1 1st level internal verification system shall be in place at producer group level to monitor the implementation of the program at farmer level.

- 1.5.1.2 2nd level internal verification system shall be in place at national network level to monitor the implementation of the program at producer group level and Ginner level.

- 1.5.1.3 3rd level internal verification system shall be in place at international level to monitor the implementation of the program at national network level.

1.6 **Training**

- 1.6.1 **Training of Trainers (ToT)**

Producer group

- 1.6.1.1 A System shall be in place to recruit, train and monitor the performance of the Trainers.

- 1.6.1.1.1** Training of Trainers shall be achieved through national networks (REEL COTTON India) in collaboration with national agricultural science centers.
- 1.6.1.1.2** An Annual training plan and record of attendance shall be maintained.
- 1.6.1.1.3** Training of Trainers shall cover all modules including, Module 1 Refresher training on REEL Cotton program, Module 2 Pre Sowing of REEL Cotton, Module 3 Crop Management (Integrated Water Management, Integrated Pest Management, Integrated Nutrient Management, Decent work, Health, Safety, Security and environment).

Ginner

- 1.6.1.2** Training of Ginners shall be through national networks.
- 1.6.1.2.1** Training of Ginners shall be achieved through producer groups (Implementation Partners) / National Networks (REEL COTTON India).
- 1.6.1.2.2** An Annual training plan and record of attendance of ginning staff shall be maintained.
- 1.6.1.2.3** The Training of Ginners shall cover modules 4 including 1. Programmatic training 2. Quality and 3. Traceability Management system.

1.6.2 Training of Farmers (ToF)

- 1.6.2.1** A System shall be in place to train and monitor the training performance of the farmers.
- 1.6.2.1.1** Training of Farmers shall be achieved through Producer groups (Implementation Partners).
- 1.6.2.1.2** An Annual training Plan and record of attendance of all farmers shall be maintained.
- 1.6.2.1.3** The Training of Farmers shall cover all relevant training modules including 1. Programmatic training, 2. Module 1 Pre Sowing, 3. Module 2 IWM, IPM and INM, 4. Module 3 Contamination free picking, storage and Marketing, 5. Health, Safety, Security and environment, 6. Decent work, 7. Documentation, 8. Drip and Micro irrigation system, 9. Importance group-cooperative society and Farmer producer company, 10, 11, 12 Need based trainings.
- 1.6.2.1.4** Proof of mark of each of the farmers shall be maintained.
- 1.6.2.1.5** Verification of training records have evidenced that 100% of farmers have participated in all relevant training modules.
- 1.6.2.1.6** Farmers shall be aware of and committed to quality and traceability requirements.

1,7 1st level Facilitation (Farmer group meetings, individual farmer meetings, individual farm visits, demonstration)

- 1.7.1** First level facilitation is provided to the farmers in form of group meetings, demonstration plots, exposure visits and individual farm visits.
- 1.7.1.1** For each group of farmers one quarterly group meeting is conducted on all relevant topics addressed in the module training.

1.7.1.2 One demonstration plot is carried out for all sustainability measures that qualify for a demo in each of the groups..

1.7.1.3 Exposure is facilitated at least once during the lifetime of the demo.

1.7.1.4 Each farmer is visited on a quarterly basis to ensure implementation.

1.7.2 First level facilitation is recorded and attendance is registered.

1.7.2.1 Farmer meetings are minuted.

1.7.2.2 Attendance lists are available.

1.7.2.3 Individual farm visits are recorded in the FFB.

1.7.2.4 Demonstrations and exposure visits are recorded and attendance is registered.

1.7.3 Verification of training records have evidenced that 100% of farmers have participated in all first level methods of facilitation and proof of participation is available.

1.7.3.1 All farmers have participated at least once in each of the first level facilitation exercises (group meetings, demo/exposure, individual field visits).

1,8 2nd level facilitation

1.8.1 Mapping exercises have been conducted to identify each farmer`s needs and priorities regarding the implementation of sustainability measures.

1.8.1.1 For implementation measures that require the intervention of third parties, mapping exercises have been conducted to identify the needs and individual prioritization of farmers.

1.8.2 Based on the mapping exercises, linkages have been built to the relevant third party bodies.

1.8.2.1 Farmers are linked to Govt. Laboratories offering Soil analyses free of cost or in their absence, with private laboratories with whom reduced prices have been bargained for bulk sampling.

1.8.2.2 Collective sampling is organized to enhance farmers to access micro nutrient analyses at either Govt. or private laboratories at favorable terms.

1.8.2.3 Cheaper prices for protective equipment with local retailers have been negotiated due to expected bulk purchases from REEL farmers.

1.8.2.4 Linkages to Govt. Bodies are stimulating the farmers to adopt water recharging practices.

1.8.2.5 Farmer groups interested in forming SHGs have been linked with the relevant local Govt. Authorities.

1.8.3 Farmers have been provided with sufficient and updated information on the types and biology of pests, diseases, weeds and natural enemies, on alternative products that can substitute

internationally banned pesticides, and found in possession of means for adoption of biological and cultural control measures.

- 1.8.3.1** Lists of relevant pests, diseases and weeds are available for the project area.
- 1.8.3.2** Basic information about the biology of pests, diseases, weeds and natural enemies is available.
- 1.8.3.3** Farmers are benefitting from wholesale prices at local retailers for negotiated bulk purchases (ex. pheromone traps).
- 1.8.3.4** Farmers have been demonstrated how to manufacture biological pesticides on their own.
- 1.8.3.5** Mapping of pesticides with retailers and inquiries with research bodies are successful in providing farmers with phytosanitary products that can substitute internationally banned pesticides with the same efficacy.

1.8.4 The cotton farmer can demonstrate that he/she understands the concept of Integrated Nutrient Management and how the soil plays into it.

1.8.4.1 Farmers understand all aspects of INM disseminated by the REEL program and know how to replicate INM enhancing measures in their own farms.

2 Plant and Field Management

2,1 Plant

2.1.1 The producer adopts measures to improve the crop`s resilience against pests and its economic viability.

2.1.1.1 Varieties are adapted to local growing conditions and climate.

2.1.1.2 Varieties are selected according to soil characteristics.

2.1.1.3 Cultivars resistant to locally occurring pests, diseases and weeds have been selected.

2.1.1.4 Seed material has been treated.

2.1.1.5 No prohibited chemical has been used for seed treatment.

2.1.1.6 Farmers maintain plant population and gap filling.

2,2 Field

2.2.1 The producer adopts measures to improve the production system`s resilience against pests.

2.2.1.1 The land has been classified and declared suitable for cotton production.

2.2.1.2 Summer tillage (soil turning) at intervals of 2-3 years helps to disinfect and improve the phytosanitary conditions of the soil.

2.2.1.3 Deep plowing at intervals of 2-3 years helps in recovering nutrients leached through irrigation.

2.2.1.4 Farmers are encouraged to adopt locally adapted and viable crop rotation on total cotton land.

- 2.2.1.5 Farmers do regular weed control to keep fields clean.
- 2.2.1.6 Farmers adopts green mulching and or dust mulching based on needs for phytosanitary purposes and/or conserving humidity.
- 2.2.1.7 Existing natural habitats for natural enemies of pests are protected.
- 2.2.1.8 Natural habitats for natural enemies are developed if absent.

3 Soil and Integrated Nutrient Management

3,1 Soil Fertility

- 3.1.1 Cotton farmers adopt measures to increase soil fertility.
 - 3.1.1.1 Burning of crop residues is not practiced.
 - 3.1.1.2 Crop residues are incorporated or recycled by own cattle (manure or biogas slurry).
 - 3.1.1.3 If available, biogas slurry is brought out onto the field.
 - 3.1.1.4 Cotton is intercropped with nitrogen-fixing or other protective plants.

3,2 Soil Erosion

- 3.2.1 Appropriate measures are implemented to avoid erosion of the soil.
 - 3.2.1.1 Land preparation follows contour lines.
 - 3.2.1.2 Soil-specific tillage methods prevent compactation.
 - 3.2.1.3 Irrigation methods do not disturb the structure of the soil.
 - 3.2.1.4 Where applicable, living barriers support the stability of the soil.

3,3 Integrated Fertilizer Management

- 3.3.1 Fertilizer application is based on evaluation of needs by taking soil-borne nutrients, soil conditions and input from non-mineral sources into account.
 - 3.3.1.1 Soil and/or leaf analysis are carried out on a regular, at least annual basis.
 - 3.3.1.2 Farmers adopt the practice of applying Farm Yard Manure (FYM) and/or compost.
 - 3.3.1.3 Soil conditions, in particular organic matter contents and input from organic fertilizer is taken into account before supplementing mineral fertilizer.
 - 3.3.1.4 Organic fertilizer available on the farm is not exported from the farm.
 - 3.3.1.5 Farmers apply micro nutrients based on the soil/leaf testing or plant symptoms.

3.3.2 Safe use and storage of fertilizer

3.3.2 Use methods and storage practices ensure that fertilization does not constitute a source of water pollution and a health risk for those who apply them.

3.3.2.1 Fertilizer applications are dosified by following locally recommended intervals.

3.3.2.2 Organic fertilizers are not stored in proximity to surface water bodies.

3.3.2.3 When applying fertilizer, reasonable buffer are maintained to surface water bodies specific to the type of fertilizer.

4 Pest Management

4.1 Integrated Pest Management

4.1.1 Crop hygiene is safeguarded through preventive cultural means.

4.1.1.1 Diseased plants are removed to maintain healthy crops.

4.1.1.2 Natural enemies (beneficial insects) are preserved.

4.1.1.3 Cage crops help control major pests.

4.1.1.4 Water used for irrigation is clean.

4.1.2 Monitoring to determine the economic threshold of pests and time of application is practiced.

4.1.2.1 The cotton producer scouts and monitors pest attack.

4.1.2.2 Farmers use pheromone traps for identification of pests with the aim to ensure targeted pesticide use.

4.1.2.3 Economic injury levels and action thresholds are respected.

4.1.3 Farmers have been encouraged to recur to herbicides as a last resort.

4.1.3.1 Weed control is mainly done manually and/or mechanically.

4.1.3.2 Farmers are encouraged not to use herbicides.

4.1.3.3 Herbicide use is reduced over time.

4.1.4 Cultural, physical and biological measures are applied before resorting to chemical pest control (only applicable if scouting has shown pest infestation).

4.1.4.1 Farmers shall plant cotton along with boarder crop and trap crop.

4.1.4.2 At least one cultural measure to control pests has been adopted (e.g. bird perches; traps (pheromone), etc.).

4.1.4.3 At least one biological methods (e.g. release and augmentation of natural enemies; use of microbial products; use of natural products/biological pesticides; organic pest repellents (e.g. neem extract) has been considered.

4,2 Pesticide use

4.2.1 REEL farmers strive to reduce the amounts of pesticides over time, records of pesticide use are available.

4.2.1.1 Farmers keep records of types and amounts of pesticides used, pests and pesticide details in the FFB. .

4.2.1.2 With help of use records and inventories farmers can demonstrate that pesticide use has a downward trend, or remains at least stagnant.

4.2.2 WHO Class Ia and Ib substances and those banned by international conventions (POP/PIC/Montreal/Stockholm) are not used.

4.2.2.1 Cotton farmers do not use pesticides containing substances listed in WHO Classes Ia and Ib.

4.2.2.2 Cotton farmers do not use pesticides containing substances banned by international conventions.

4.2.3 Substances that figure on the REEL Prohibited Pesticide List have out phased.

4.2.3.1 Cotton farmers do not use substances contained on the REEL Prohibited Pesticide List.

4.2.4 Pesticides are officially registered in the country, and crop and pest specificity is warranted.

4.2.4.1 Cotton farmers only use pesticides that are officially registered in the country.

4.2.4.2 Crop specificity of used pesticides is guaranteed.

4.2.4.3 Pesticide used is specifically recommended for combatting the target pest.

4,3 Safe Handling

4.3.1 Pesticides are safely stored, handled and disposed.

4.3.1.1 Separate storage rooms or lockers for pesticides are available.

4.3.1.2 For spraying, farmers use appropriate personal protective equipment.

4.3.1.3 Pesticide containers and equipment's are disposed of in appropriate manner.

5 Water Management

5,1 Sustainable water sources

5.1.1 Water used for irrigation of cotton fields stems from sustainable sources.

5.1.1.1 The owner of the land has identified all water sources from where water is extracted for irrigation of cotton fields.

5.1.1.2 The cotton farmer is clear about the volumes that can be extracted to avoid depletion of the source(s).

5.1.1.3 Water availability from the chosen source(s) is stable since the start of cotton production.

5.1.1.4 The cotton farmer can demonstrate that he/she is legally authorized to extract water.

5.1.2 Farmers are encouraged to adopt water resource recharging practices.

5.1.2.1 Farmers encouraged to adopt water resource recharging individually as well as collectively with neighbor farmers.

5,2 Quality of Irrigation water

5.2.1 The water used for irrigation of cotton fields is safe for crop, soil and human health

5.1.2.1 Untreated sewage water is not used in the cotton fields.

5.1.2.2 The farm owner must submit analytical proof If there is reason for doubt, or at least once in three years.

5,3 Sustainable Use of water

5.3.1 Measures to optimize water use for irrigation of cotton fields have been adopted

5.3.1.1 The cotton farmer has a good understanding of the watering needs of cotton.

5.3.1.2 The rainfall pattern has been taken into account when watering cotton fields.

5.3.1.3 The timing of irrigation follows physiological requirements of the cotton plant.

5.3.1.4 Records of extracted water volumes are available.

5.3.1.5 The most effective irrigation method that is available in the region and affordable to the cotton farmer is being used.

5.3.1.6 The irrigation equipment is properly maintained.

6 Ecosystem protection

6,1 Forest conservation

- 6.1.1** New lands for cotton cultivation will not be developed through deforestation or on protected land.
- 6.1.1.1** Primary forest and land protected by Law are not destroyed for the purpose of cotton cultivation.
- 6.1.1.2** Secondary forest > 10 years old will not be deforested with the purpose to gain new land for cotton cultivation.
- 6.1.1.3** For secondary forest < 10 years old compensation has been sought in equivalent amount (restoration measures on unproductive land).

6,2 Buffer zones

- 6.2.1** Cotton production respects ecological sensitive areas by keeping buffers that are sufficiently sized. There are visible signs that these areas have been actively restored.
- 6.2.1.1** The distance of cotton plots to ecologically sensitive areas is sufficient.
- 6.2.1.2** Ecological buffers are left untouched.
- 6.2.1.3** Naked buffers are actively restored through reforestation or other protective measures that allow natural regrowth without human or animal interference.

6.2.2 Buffers to public areas like roads and human settlements are maintained.

- 6.2.2.1** The cotton farmer keeps safe distances to public roads and houses when applying chemicals.
- 6.2.2.2** In case safe distances cannot be maintained, vegetative buffers account for public safety.

6,3 Ecological compensation

- 6.3.1** The cotton farmer actively contributes to restoring unproductive land.
- 6.3.1.1** Unproductive land is not converted into cotton fields.
- 6.3.1.2** The cotton farmer can demonstrate that measures have been implemented to restore the natural vegetation.

6,4 Agrobiodiversity

- 6.4.1** Cotton farmers diversify their production system to increase environmental and economic sustainability.
- 6.4.1.1** Fallowing of land is practiced on a regular basis.
- 6.4.1.2** Crop rotation systems are designed based on the socio-economic situation of the cotton farmer (e.g. availability of land, irrigation).
- 6.4.1.3** Economic resilience is increased through intercropping.

7 Waste management

7,1 Recyclable waste

7.1.1 Farmers are encouraged to reintroduce the organic waste from cotton fields into the farm.

7.1.1.1 Crop residues are not burnt, but left on the field.

7.1.1.2 If crop residues are used as fodder, it is fed to own animals and the manure is reintroduced into the cotton fields.

7.1.1.3 When fed to animals, the required waiting period since last pesticide application is safeguarded.

7.1.1.4 Manure is in an advanced stage of decomposition when applied.

7,2 Hazardous waste

7.2.1 The cotton farmer shall demonstrate that the farm is free of hazardous waste and that disposal techniques are appropriate for the identified waste.

7.2.1.1 The cotton farmer has identified hazardous waste on the farm/house/sheds

7.2.1.2 Farm premises and fields are free of inorganic waste.

7.2.1.3 Appropriate disposal techniques are employed that do not harm the environment and human health.

8 Institutional building

8.1.1 Progress towards evolvement of formalized organization set up (SHGs, Cooperative, Producer Company etc.) shall be evidenced

8.1.1.1 Mechanisms of registering/formalising the farmer organisation are in the process of being developed

Glossary

Terms	Definitions
Accountability	the process of using power responsibly, taking account of, and being held accountable by, different stakeholders, and primarily those who are affected by the exercise of such power
CoC	Code of Conduct
Control Farmers	Control farmers are the Non REEL project farmers who are all being used as reference to bench mark Project farmers
Document	any form of record of discussions, agreements, decisions and/or actions that is reproducible.
Effectiveness	the extent to which an implementation activity attains its objectives
Efficiency	the extent to which the outputs of humanitarian programs, both qualitative and quantitative, are achieved as a result of inputs
Engagement	the processes by which organizations communicate, consult and/or provide for the participation of interested and/or affected stakeholders, ensuring that their concerns, desires, expectations, needs, rights and opportunities are considered in the establishment, implementation and review of the programs assisting them.
FFB	Farmers Field Book
FYM	Farm Yard Manure
International (RCI)	Umbrella organization of the National REEL cotton network and international secretariat of REEL Cotton program
IMS	Integrated Management System
IPM	Integrated Pest Management
IWM	Integrated Water Management
INM	Integrated Nutrition Management
National Network	Group of REEL Project management entity which promotes the development of REEL cotton
Organisation	an entity that has the management structure and power to apply the REEL COTTON stakeholder organisation .
Partners	Organizations working jointly within a formal arrangement to achieve a specific goal, with clear and agreed roles and responsibilities.
Protection	all activities aimed at ensuring the full and equal respect for the rights of all individuals, regardless of age, gender, ethnic, social, religious or other background. It goes beyond the immediate life-saving activities that are often the focus during an emergency.

Terms	Definitions
Producer group	Group of farmers producing REEL Cotton. Currently also called as Implementing Partners normally a local NGO.
Project Farmers Policy	Project Farmers are the REEL Project farmers a documented statement of intent and rules for decision-making.
Quality	the totality of features and characteristics of humanitarian assistance that support its ability to, in time, satisfy stated or implied needs and expectations, and respect the dignity of the people it aims to assist.
REEL	Responsible Environment Enhanced Livelihoods
REEL COTTON	Cotton produced out of the REEL program farmers
RCI	Reel Cotton International
RCN	REEL COTTON National Networks
Resilience	the ability of a community or society exposed to hazards to resist, absorb, accommodate and recover from the effects of a hazard in a timely and efficient manner.
Staff	any designated representative of an organization, including national, international, and permanent or short-term employees, as well as volunteers and consultants.
Stockholm (POPs) Conventions	Persistent Organic Pollutants
The Rotterdam PIC convention	Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade
The Montreal Protocol	The Montreal Protocol on Substances that Deplete the Ozone Layer (a protocol to the Vienna Convention for the Protection of the Ozone Layer) is an international treaty designed to protect the ozone layer by phasing out the production of numerous substances that are responsible for ozone depletion.
ToT	Training of Trainers
ToF	Training of Farmers
ToG	Training of Ginners
WHO	World Health Organization