



ORGANIC COTTON ACCELERATOR

# Annual Report 2022

# Introduction

## Our Vision

At OCA, we believe organic cotton is the catalyst for a truly sustainable textile sector. We envision a future where, every time a farmer switches to organic cotton, there is a ripple effect of positivity; farmers earn more and their land and soils are fertile for future generations, protecting our planet. We call this the Organic Cotton Effect. We're committing to enabling this future by creating a transparent, responsible and resilient organic cotton supply chain that prioritises delivering farmer prosperity and meeting the sector's shared sustainability goals. As an accelerator, we want to get to this future, faster.

## Our Mission

OCA unites the sector to unleash the organic cotton effect - organic cotton's potential for positive impact, from field to fashion, for people and the planet. By working together, we can realise the Organic Cotton Effect.

## Our Impact in 2022

Before OCA was established in 2016, the organic cotton sector was siloed and fragmented. Various players wanted to progress the sector, but there was no common vision for how to scale organic and make organic cotton farming pay.

Since then, OCA has united the sector to unleash the Organic Cotton Effect – organic cotton's potential for positive impact, from field to fashion, for people and the planet. Find out about our impact on the organic cotton sector in 2022 and how OCA's strategic priorities are accelerating systemic change.

## 2022 at a Glance

In 2022 we have made significant progress toward our goal. These are just a few of our highlights of the year. We invite you to discover the story behind the numbers across the report's sections.

Three times more farmers reached through the OCA Farm Programme in the 2021-22 season

3x

Total annual premium amount paid out to organic farmers

€4 mil

Farmers in the OCA Farm Programme earned, on average, 6% higher net income than conventional farmers from their cotton

6%

The Organic Cotton Training Curriculum was downloaded 120 times in the first weeks after launch

120

One new territory for OCA's work on the ground: Pakistan

1

Our Contributors platform included 38 organisations at the end of 2022

38

New partnerships with seed production companies

4



# Foreword

## Message from the Chair of Board of Trustees



**Keith Tyrell**

Chair - OCA Board of Trustees

*OCA has established itself over the past few years as a solid multi-stakeholder organisation driving meaningful change. Set up to tackle a fragmented organic cotton sector, it has grown to unite voices, from farmers to fashion, on a mission to unleash the Organic Cotton Effect. As Chair of the OCA Board of Trustees, I am proud to see OCA delivering real and measurable impact. In 2022, OCA moved to a new phase—scaling farmer numbers, entering new territories, and expanding the team’s expertise. OCA’s dedicated team and partners on the ground have kept up with the pace of demand and continue to bring much-needed investment at the farm-level.*

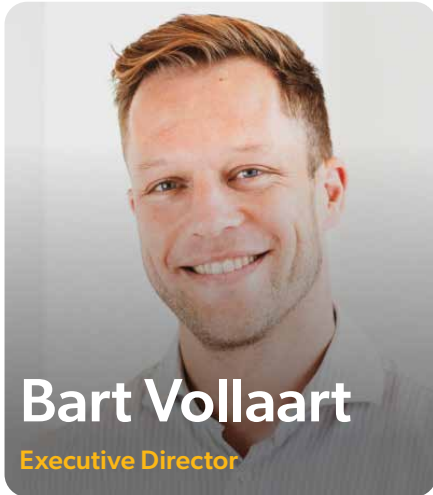
*The tangible impact OCA has had on farmer livelihoods and the environment is evident in the figures throughout this report. OCA has sparked a movement of conventional farmers switching to organic practices, which will sustainably scale up the sector’s growth. Seeing the*

*organization expand its capabilities with new roles developed in the team is terrific.*

*On the Board of Trustees, I have been grateful to work with representatives from across the organic cotton supply chain that OCA has brought together. I also thank the board members who left us in 2022, for their guidance and valuable input. It was great last year to finally get back to meeting in person at both Board and Contributor meetings at OCA and, most importantly, on the field, in the farming villages, and throughout the organic cotton community.*

*We see globally that organic cotton is slowly increasing in production. Still, with organic only accounting for 1.4% of cotton production, a tremendous amount of hard work is left ahead of us. Our focus needs to remain on supporting conventional farmers to switch to organic and empowering our existing organic cotton farmers to reap the full benefits of their organic status. OCA needs your support to do so. From existing to new Contributors and from funders and grantees, I invite you to join and safeguard the future of organic cotton for generations to come.*

## Message from the Executive Director



*Our name represents our mission to accelerate the transition to organic cotton. We are here to create a transparent, responsible, and resilient organic cotton supply chain. One that prioritises farmer prosperity and enables all stakeholders to meet their sustainability targets. In 2022, after two years of lockdown, we could really speed up our efforts toward our goal.*

*It was a year of significant growth for OCA. I am proud to share that, in 2022, we tripled the number of farmers working with us in India, witnessing a surge in the number of farmers transitioning to organic agriculture. Our work helped secure market linkages, better prices, and on-farm support for the growers in our programme, resulting in higher net income for their cotton than conventional farmers.*

*We launched our work in Pakistan, a country with incredible potential for organic agriculture. After a promising start early in the year, the country was hit by the devastating impact of the floods that uprooted the lives of millions, especially those of vulnerable communities we work with. The tragedy confronted us with the urgency to support the move of local communities toward more sustainable land use, making us even more determined to act.*

*Funding is critical to meet the rising demand for organic cotton worldwide. That's why in 2022, we unlocked more investment in organic and regenerative practices with the support of our strategic partners and donors. It allowed us to boost investment in the training and support of farmers converting to organic agriculture. We also rolled out a network of demonstration farms to help showcase the benefits of organic and regenerative farming practices; with the ultimate aim to increase the adoption of these practices across the many villages we work in.*

*In 2022 we launched our new website, designed to be a go-to platform for everything organic cotton. It hosts newly released state-of-the-art resources such as the Organic Cotton Training Curriculum and our Contributor Portal, where our partners have exclusive access to a dynamic overview of their impact at the farm level.*

*Finally, none of this would have been possible without all the farmers, Contributors, and partners who were part of our story in 2022. I am grateful to each and every one of you. The continued support for our mission - with more organizations joining OCA each year - is incredibly encouraging. We know the transition towards a more sustainable and equitable organic cotton sector is possible. Together we can get there, faster!*

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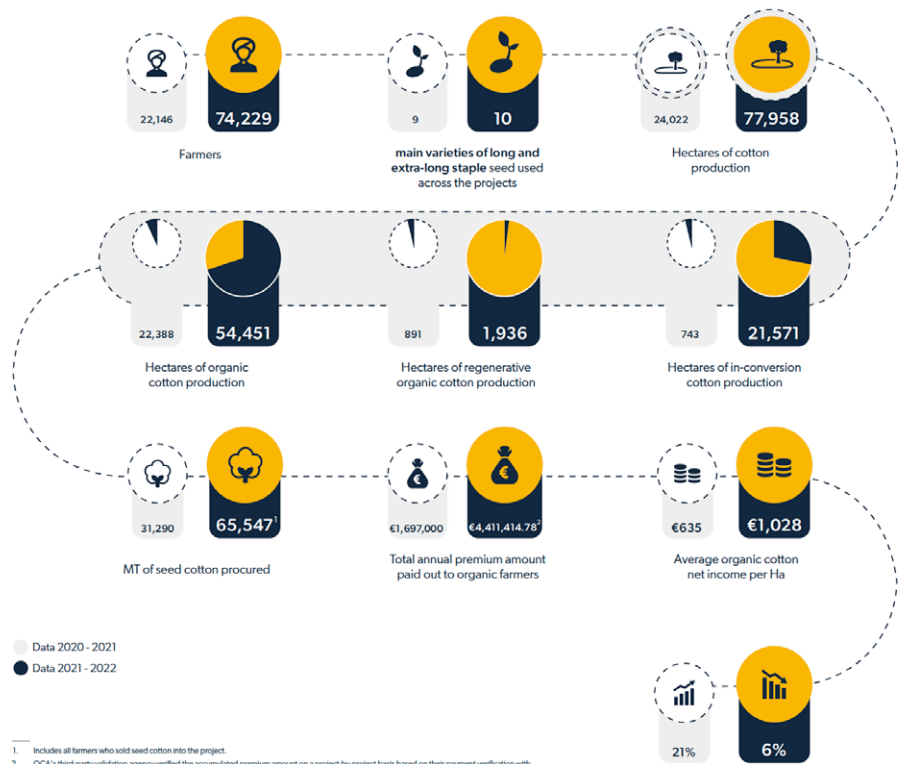
01

# Growing Farmer Resilience and Livelihoods



Growing Farmer Resilience and Livelihoods is the lynchpin of our mission. Everything begins with farmers, the stalwart guardians of the land. We believe that farmers switching to organic should be compensated for their efforts and for safeguarding the planet and its resources. In 2022 we welcomed a new wave of farmers into our Indian and Pakistani Farm Programme. Supporting and funding new pools of in-conversion farmers year after year is key in establishing a transparent, responsible, and resilient supply chain. We continue to strive towards higher income for organic cotton farmers, while investing in capacity building, research and empowering the OCA farmers with knowledge.

## The Year in Numbers:



1. Includes all farmers who sold seed cotton into the project.  
 2. OCA's third-party validation agency verified the accumulated premium amount on a project-by-project basis based on their payment verification with individual farmers. Annex 1 provides more insight into OCA's verification methodology.  
 For more information visit: [organiccottonaccelerator.org/resources/](https://www.organiccottonaccelerator.org/resources/)  
 NB: Data on cost of production, seed cotton and premium payments are made in INR, however for reporting purposes this is converted to EUR using the following conversion factor: 1 EUR = 84.62 INR.

## Better Income for more Organic Cotton Farmers

Our Farm Programme is a key lever for delivering the Organic Cotton Effect. We are using it to redesign how brands, retailers, and the supply chain source their organic cotton while transforming the lives of the cotton farmers producing it and the ground on which they farm. Through our Farm Programme, we aim to incentivise their work in organic cultivation, through premium payments and guaranteed purchases.

In 2022 OCA managed to successfully bridge the gap between conventional and organic farmers' earnings for the sixth year in a row. The results in our latest Farm Programme Impact Report from the cotton season 2021-22 illustrate the positive benefits we are delivering on the ground. By working with over 74,000 farmers, we tripled farmer numbers compared to the previous season, and these farmers earned, on average, 6% more in net profit from their cotton per hectare than their local non-organic peers. The report shares case studies of farmers who, with ongoing support through OCA's Farm Programme, are planting organically and are seeing the economic benefits.

Last year also gave way to upgraded data reporting and an exclusive platform to monitor key insights for our work on the field. The platform, exclusive to our partners, offers transparent, real-time information directly from the farm.

## Empowering through Knowledge

Every year we further improve capacity building materials for farmers, adapting their training to better embrace new opportunities and face challenges as they come.

2022 saw the launch of our Organic Cotton Training Curriculum the first organic cotton growers' training package developed in over a decade. Available in English and Hindi, the curriculum is a standardised trainer's package on organic agronomic best practices. Used by the dedicated field staff of OCA's Implementing Partners, it enables the delivery of year-round training and advisory support to in-conversion and certified organic farmers across India. The material was developed under the technical guidance of FiBL (Research Institute of Organic Agriculture), with the support of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and funding by the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Organic Cotton Training Curriculum is publicly available to benefit the entire organic cotton sector and beyond. OCA has additionally invested in a Learning Management System Platform to support virtual training and easy access to the materials, directly online or via a mobile app, for field staff of its Implementing Partners. Furthermore, a Pakistani version is in the making, planned for a release in the second half of 2023.

*"The Organic Cotton Training Curriculum is designed to reduce the gaps between scientific and practitioner communities. The curriculum will help develop the cotton-growing community's capacities to produce more sustainably and work as a catalyst to fast-track the system's transformation toward resilience."*

Dr. Amritbir Riar, Deputy leader of the Department of International Cooperation, FiBL



## What Farmers Say



*“The most significant change is that now we are doing organic cultivation. The new ideas, processes, and technologies we have learned are constructive. Our cost of cultivation is going down, and health is going up.”*

Tarsila, organic cotton farmer from the Mohancot village in Madyha Pradesh, India.



*“I have extended the organic method of cultivation to other crops and if everyone does the same it is good for our health, soil health and for the environment.”*

Sanjay, organic cotton farmer from the Devlana village in Maharashtra, India.



*“I was hesitant to shift to organic cultivation methods and tried organic cotton farming in 1 acre initially and observed gradual improvement in soil health and yield. Additionally, the investment was less than half that of Bt(conventional) cotton.”*

Prahlad, organic cotton farmer from the Inzala village in Maharashtra, India.

## What our Contributors Say

*“The journey with OCA has been enlightening and fulfilling for the farmers and the program partners. It’s the only industry-driven platform that has managed to get all the players in the supply chain on a single format of the “Farm Commitment Agreement” that, neutrally, looks at all costs involved and provides adequate assurances to all concerned. Additionally, project partners and farmers associated with OCA have genuinely benefited from the new OCA curriculum and toolkit even as it continues to be rolled out nationwide. Congratulations to the OCA team, the retailers, civil society members, and supply chain partners that have made this a success, along with the entire farming community”.*

Amit Shah, CEO & Founding Partner, Spectrum Cottfibers LLP

*“We proudly support organic cotton farmers’ livelihood through our partnership with OCA. The brand’s commitments and higher incomes are crucial to encourage farmers to pursue organic agricultural practices, which are challenging”.*

Virginie Cayzeele, Raw Materials Leader, KIABI

## Looking Forward: Farm Programme 2022-23

As we look towards the 2022–2023 season, OCA’s Farm Programme has steadily grown to include 60 farm projects, 16 brands and retailers, 10 Implementation Partners and an approximate total of 76,000 farmers across six Indian states and has officially launched in Pakistan. We are looking forward to increasing the number of farmers that are benefitting from the participation in our Farm Programme year after year. The release of the Farm Impact Programme Report for the 2022-23 season is expected in the second half of 2023.



02

# Enhancing Seed Availability

Established over five years ago, OCA's Seed Programme has had one central mission—to ensure farmers have access to a wide range of non-genetically modified organic cottonseed. We do this by supporting the development and production of locally adapted organic cotton seed in India, and, most recently, in Pakistan. 2022 welcomed the release of two new cultivars developed specifically for organic agriculture. We have also launched our Seed Trial Network and strengthened our Seed Producer Partnerships. Seeds are at the root of all agricultural value chains. These developments bring us one step closer to safeguarding the integrity of organic cotton at its very source- an essential step for improving the farmer's business case for organic and scaling organic cotton production worldwide.

## Two New Organic Cotton Seed Cultivars in India

Since 2017, OCA has supported the Seeding the Green Future project led by our long-term research partner FiBL. This program's participatory plant breeding approach has developed 12 non-GM cotton varieties tailored for organic agriculture. In 2022, we could celebrate a real milestone with two out of the twelve varieties being officially approved by the State Seed Sub-Committee of Madhya Pradesh, India's largest organic cotton-growing state. These varieties are now available to organic cotton farming communities, a boon for organic cotton and in-conversion farmers who need reliable and resilient seeds.

*"The launch of the two new seed varieties answers the demand of organic cotton farmers to have a choice of non-GM seed to suit their geographic position with proven performance. OCA has been one of the partners that supported us in this journey over the years. We believe these varieties will improve agrobiodiversity and the smallholder farmers livelihoods without having negatively impacting productivity, profitability, and quality of their cotton."*

Dr. Amritbir Riar, Project leader, Seeding the Green Future



## Seed Trial Network Launched in India and Pakistan



In 2022, OCA launched a Seed Trial Network involving our Farm Partners in India and Pakistan, who engaged in the collaborative trialling of different seed varieties on farmers’ fields. The resulting insight and data on the performance of different seed varieties under organic farming conditions were shared across the Network. They will help our Farm and Implementing Partners select the right seed cultivars to distribute. This information will also further incentivize breeders and seed producers to develop locally adapted seed.

In the long term, OCA’s Seed Trial Network will help broaden the diversity of cultivars used on-farm— including indigenous cotton species more resilient to drought and pests. Thus, we can achieve a cotton

sector that is both future and climate-proof. We plan to launch the first Organic Seed Performance Database in 2023, which will be available to our Implementation Partners and partnering seed producers. Based on over 4 years of data collection through more than 300 trials conducted in research stations and farmers’ fields, it is another critical tool in facilitating seed procurement decisions and equipping farmers with the best available seed varieties.

## New Partnerships with Non-GM Organic Cotton Seed Producers



All supply chain stakeholders must keep up with the rapidly growing demand for organic cotton. As seed is the starting point of the cotton value chain, seed producers play a crucial role. We know that our goal of enhancing seed availability can only be achieved by bringing all the players of the sector together. We formalised long-term partnerships with four seed producers in 2022, MARI Organics India, Paras Genetech, Parshv Genetics India and Partech Seeds.

They have joined OCA to invest in developing and producing quality organic cottonseed to supply to our farm partners community. In 2022, we supported them in their journey towards GMO-free and organic seed production while providing them with product feedback from our partnering farm groups through our Seed Trial Network.

It is our hope that more companies willing to invest in improving the availability and diversity of reliable organic cottonseed will join our platform!

03

# Scaling Organic Farming Sustainably



We are optimistic about the growth of organic cotton globally. There is increased consumer demand and strong support for organic agriculture in the international policy space. However, the outlook is positive only if we act now. Scalability remains one of the most significant challenges our sector faces. One of OCA's main priorities is to create the right conditions to accelerate the growth of organic cotton production. In 2022 we took steps forward by supporting and funding a growing number of farmers switching to organic agriculture, expanding our work to Pakistan, and unlocking additional funds to boost our fieldwork.

## A New Wave of Farmers Transitioning to Organic



The conversion period from conventional to organic agriculture takes up to three years, which is necessary to build up soil fertility and re-establish the balance of the ecosystem. It is the period in which the farmer undertakes all the actions required to achieve organic certification. During this time, all practices prohibited in organic farming apply, and certification bodies conduct annual audits. Farmers can experience lower yields, and as their cotton still needs to be certified organic, they cannot claim the organic premium payment. In short, farmers initially lose money. In addition, they have problems finding high-quality, GMO-free seeds – an essential prerequisite to farming organically. This conversion period can be tough, and many smallholders require support to not give up on converting to organic cotton within the first year.

OCA has always focused on creating the conditions for organic cotton to thrive – by putting farmers first. In 2021, we launched several in-conversion projects to support cotton farmers in navigating the challenges of the in-conversion period. The results were already visible in 2022. Over 23,000 growers participating in the last year's season were in-conversion farmers, almost 30% of our total farmers' pool. Thanks to the market linkages created by OCA, they have benefited from secure off take and better prices for their

cotton. They have also received support through training and access to organic inputs. We are building on last year's results and lessons learned to consolidate the support for transitioning farmers and take stock of the growing numbers for the 2022-23 season reaching almost 36,000 in-conversion farmers.

## Unlocking Investment in Organic and Regenerative Practices



Funding is critical to meet the rising demand for organic cotton that we are witnessing worldwide. Empowering farmers in taking the first step of transitioning to organic agriculture and navigating the three years of in-conversion requires continued investment. A crucial objective at OCA is accelerating the transition of conventional farmland to organic agriculture with all its regenerative practices.

In 2022, we established a new Impact funding scheme to bring us closer to this goal. Through our philanthropic partners and donors, we could provide targeted funds to our Implementing Partners to support many Indian cotton farmers transitioning to organic agriculture. In addition, we invested in an ambitious roll-out of regenerative organic demo farms. As a result, our community of

certified organic farmers has found our support in leveraging the full transformational scope of regenerative practices.

More funding will drive the much-needed acceleration of in-conversion projects, allowing more farmers to transition from conventional to organic cotton farming with confidence and support. Additional funding also means further training and development projects jointly with our farm group partners, empowering farmers to be self-sufficient.

*“Kering is proud to support OCA, as a grantee of the Regenerative Fund for Nature, on their mission to promote organic and regenerative agriculture, foster sustainable communities and a thriving future.”*

Yoann Regent, Head of Sustainable Sourcing & Nature Initiatives, KERING

*“The efforts put into our Partnership Initiative are now bearing fruit: around 11,000 farmers and ten brands and retailers are profiting from sustainably produced cotton in the supply chains. Committed purchase quantities are just as important as long-term business relationships. We are particularly pleased that “decent work in cotton farming” training materials developed last year can be implemented in the field. We see this as a valuable complement to organic farming and an important cornerstone for sustainable cotton cultivation.”*

Linda Schraml, Head of the Secretariat of the Partnership for Sustainable Textiles



## OCA Launches in Pakistan

Pakistan has had a history of near self-sufficiency in cotton. Over recent years though, the share of cotton production has declined. Pakistan has become a large net importer, unable to keep up with factory exports. The country had no significant history of organic cotton farming, especially since the introduction of genetically modified cotton.

OCA decided to step in and make a difference. After a successful pilot implemented in 2021-22, we launched our fieldwork in 2022. But unfortunately, tragedy struck the country during the summer of the same year, with floods affecting millions of people and over one million hectares of agricultural land. Notably, the Balochistan and Sindh provinces were hit by the hardest floods, with damaged public infrastructure and stagnant water being a significant threat to the population.

Beyond that, crop losses, especially cotton, were severe, disturbing the livelihoods of farming communities and the country's GDP. So, in September 2022, OCA called for relief funding mobilized through our local partner WWF-Pakistan. We encouraged our community to donate to immediate support rural cotton farms in the affected regions.

*"Thanks to the financial support of our textile partners and international organisations, such as OCA, we have supported the organic cotton farmers of Barkhan, Kohlu, Khuzdar, and Lasbela districts of Balochistan. Initially, the most affected farming families were provided with first-necessity aid. Our field staff then added damage assessment missions and allocated flood appeal funds to support the home-rebuilding efforts."*

Hafiz Muhammad Bakhsh, Manager, WWF-Pakistan



In the 2022-23 season, we onboarded 1,274 cotton farmers across the Baluchistan and Punjab region on the journey towards organic in a challenging context. Together with three Implementing Partners and two local partners, we developed market linkages, set up two seed trials, and welcomed OCA's first team member in Pakistan. We have also provided organic cotton farmers with organic fertilizers and bio-pesticides to produce the cotton. This support entails saving costs on cultivation, improving soil and crop health through biological methods, reducing the threat of chemical contaminations, and improving the area's environmental health.

We are committed to the future of Pakistan and its organic farming communities. Through collaboration, we are driving the growth of organic production in Pakistan and investing long-term toward a healthy and thriving organic cotton sector.

## In-Conversion Farmer Kerli Shares Her Journey to Organic



Kerli Estariya is an active in-conversion farmer in OCA's Farm Programme and member of the Women Farmer Producer Organization (FPO) based in Awali, a village in the state of Madhya Pradesh. She comes from a background of using conventional farming methods with her family, having used chemical pesticides and fertiliser on their land for the past 20 years. When the family met the team of OCA's Implementing Partner (IP), they began their transition to organic. Kerli tells us that over time, the use of chemicals on the land led to decreased yields. As cotton is the primary source of income for her family, including her husband, son, daughter-in-law and three grandchildren, she needed to act.

Thanks to the work of local field staff, the family received training on organic farming practices, including the preparation of bio-inputs, with fertilizer coming from their livestock. During the 2021-22 cotton growing season, she produced 700 kg of seed cotton, earning INR 56,065 (663 Euro).

Her positive experience with organic cultivation has encouraged her to expand these practices to her other crops as they, "help her maintain her family's health." Additionally, she states, "The low cost of organic cultivation, coupled with the support I receive with the immediate payment process in place, means I can look to the future, fully organic."

## In-Conversion Farmer Dipak Shares His Journey Towards Organic



Dipak, based in Kutki, a village in Wardha, recently shifted from conventional farming using chemical inputs to organic methods. He did so last season, through the OCA Farm Programme and hasn't looked back. Last season, he recorded a harvest of 6,700 kg which resulted in a net payment of INR 418,375 (4,944 Euros), received two days after procurement. Most importantly, the ability to reduce costs has been key in him maintaining strong net earnings. Dipak additionally received a premium payment of INR 30,820 (372 Euros). "I do not want to go back to the conventional method of farming," he states.

He goes on to say, "The biggest part of my investment was used for fertiliser and pesticides, and in turn I see it has negatively affected the soil health of my agricultural land.

Now, maintaining a rich living soil is my priority." The positive impact of knowledge sharing, training, support services and empowering farmers to be self-sufficient has encouraged farmers to transition to organic practices. Dipak shares with us his thoughts, "I have received training on different aspects of organic farming, including the preparation and application of bio-inputs which have been vital in my ability to reduce costs." OCA's work through its local Implementing Partners has seen a wave of conventional farmers joining our in-conversion programme, helping us scale organic cotton growth.

04

# Robust Social and Environmental Farm-Level Data

At OCA, we continuously look for ways to demonstrate the positive social and environmental impact of organic cotton farming to our contributors and the entire sector. Beyond certification, we seek to understand the organic farming landscape, people, and mechanisms. We can better manage the industry by developing methods to collect and understand robust social and environmental farm-level data.

## Interactive Data Platform for the Farm Level



With the world’s growing focus on transparency across every industry, we want to play our part in developing the organic cotton data. Through its chain of custody, the certified organic landscape offers a unique opportunity to deliver transparency through data management.

With five years of data collection through our Farm Programme, we’ve learned about the challenges facing the organic farming world. In 2022 we unlocked this data and launched the OCA Farm Programme Insights, a new digital platform that provides access to the Programme Impact Results at the farm project level. Data can thus be filtered and interacted with, giving an overview of performances and the option for more granular data.

The users can access tailored information concerning organic cotton volumes, prices, and farmers’ income, next to relevant social and demographic insights such as the farmer’s background, family situation, education, and income. The platform is designed to fuel our future work by offering valuable information on farmers’ motivations for transitioning to organic, their current needs, and expectations. The platform is exclusively available to Contributors who participate in our Farm Programme. Thanks to this platform, they have a more thorough exploration of the insights from the field with the different indicators collected from our farm projects represented in charts and graphs for more efficient interpretation.

Our experience with the farm-level data is a solid foundation for OCA’s future developments around social and environmental data. In 2022 we set about building a social component, taking the first steps in a multi-year approach to understand and promote decent work in organic cotton farming.

*“The new version of the interactive power BI project impact report has simplified the process of deriving meaningful insights and KPIs to evaluate the project performance as well as focus areas for improvement. It has enabled more efficient communication about our OCA project impacts and engagement with farmers.”*

Jitendra Kumar Bhuyan, Material Development Specialist Global Material-Strategy & Innovation H&M



05

# Collaborative Sector Approach

Through our every action, we aim to unite the sector under a common purpose: a transparent, responsible, and resilient supply chain; one that prioritises farmer prosperity and enables all stakeholders to meet their sustainability goals. Throughout 2022, we consolidated our global community and amplified the conversation around organic cotton. We upgraded our digital platforms, as we strive towards becoming the online place to be for everything organic cotton. Finally, it was the year we got back to in-person events and field visits.

## A Growing Community



During 2022, we welcomed six organisations as new Contributors: Bonprix, G-Star RAW, Levi Strauss & Co, Norlanka, The Sting, and Yumeko, bringing OCA's global platform to 38 total Contributors before the end of the year. We further prepared the ground to welcome our long-standing Implementing Partners to our community of Contributors. With OCA's Implementing Partners formally becoming Contributors, we strengthen the voice of the producer organisations in our platform for the years to come.

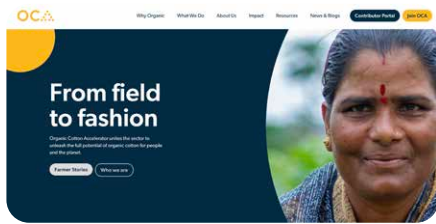
Our Contributors are a network of passionate players who share best practices, resources, and ideas to help us achieve a more sustainable and representative industry. They are ready to take a step beyond transactionally buying certified goods and use our platform to work together as partners with organic and in-conversion farmers in their supply chain. This commitment to investing at the source represents one of the driving conditions for the change we want. The continued support for our mission with more Contributors joining OCA each year and committing long-term to organic cotton is incredibly encouraging. We invite anyone from the industry to join our platform!



## Convening the Sector

In 2022 we reconnected with our key stakeholders and upgraded our communication tools. We know that real change happens when key actors get together and communicate and we are committed to continuously finding ways to convene our community and support them in taking the right actions toward our mission.

### Upgraded Digital Platforms.



Our new website launched in March 2022 features expanded information on our programmes, highlighting the power of organic cotton. Driving meaningful change in our sector begins with sharing information, so we have made an array of resources publicly available, including guidelines, data, training material, methodologies, and various reports. A new Contributor Portal embedded in our website is now available, offering exclusive access for OCA Contributors to organisational information, meeting presentation recordings, and individual impact reports, among other assets.

### Engagement Through Events.



After more than two years of Covid-related restrictions, 2022 featured our first in-person Contributor meeting since 2019 at our office in Amsterdam. The one-day hybrid event featured in-person discussions, working groups and presentations, all shared with our virtual attendees around the globe. We continued to meet our Contributors virtually throughout the year, presenting key milestones such as our Annual Report, Farm Programme Impact Report, and Organic Cotton Training Curriculum. A public-facing webinar featuring a panel of training experts and implementing partners was also hosted to mark the launch of the Organic Cotton Training Curriculum. OCA further

contributed to key sector conversations by participating in events such as the Textile Exchange Conference, the Better Cotton Conference, and co-hosting the Organic Cotton Round Table for South Asia with Textile Exchange.

### Back on the Field.



After two years of virtual meetings with our partners across India, we ventured out into the field anew to meet our teams on the ground. A two-day workshop in Indore started the events in May 2022, attended by over 80 stakeholders from India.

Visiting our farm projects, we rolled out the Training of Trainers workshops on the Organic Cotton Training Curriculum, to the benefit of hundreds of field teams. With fall came several visits to our in-conversion farmers working towards full organic cotton certification.

## Joining Coalitions to Advance Together

In early 2022, OCA became a contributing member of the Sustainable Apparel Coalition, to work with fellow experts on the data collection and engagement methodology from our Farm Programme in India and Pakistan. These collective efforts aim to shape the development of robust environmental and social impact goals. In the latter half of the year, OCA joined the Value Change Initiative (VCI) alongside many organisations focused on delivering climate impact. The initiative is set to harness the collective expertise and drive meaningful environmental impact.

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## Testimonials

*"We are proud to join Organic Cotton Accelerator, because for the first time, we'll be able to source direct from organic cotton farmers and work with others to identify scalable solutions for the industry. Organic Cotton Accelerator is unique in that it unites the global organic cotton sector. It enables measurable improvements to farmers' livelihoods and local communities, creating conditions for change. This partnership strengthens our strategy to source more sustainable cotton for our products and provides new opportunities to solve the challenge facing our industry."*

Jeffrey Hogue, Chief Sustainability Officer, Levi Strauss & Co.

*"In our mission to improve our social and environmental impact at every step, one of our commitments is that we will use only organic, regenerative, recycled, bio-based and compostable materials by 2030 latest. Through our partnership with OCA, we aim to support and scale organic cotton farming, so that not only we can meet our targets, but the entire industry can move towards using more sustainable materials. And because of OCA, we can take the first steps in building direct contact with the farmers, tracing our organic cotton right back to its roots."*

Rebecka Sancho, Head of Sustainability at G-Star RAW



# About OCA

To achieve the impact we are after, OCA has a diverse and inclusive governance model, strong expectations regarding business ethics, and a growing international team with a rich background that helps us further in our collective work.

## Governance

As a multi-stakeholder initiative, OCA is governed by a decision-making body representing all stakeholder views. As such, the seats of OCA's Board of Trustees are specifically designated to ensure stakeholder representation across the supply chain, including Brands and Retail, Suppliers and Manufacturers, Farm Groups and Implementation Partners, Civil Society Organisations, and Philanthropy and Independents. OCA's Board of Trustees sets and stewards the organisation's long-term strategic vision and direction, as well as the priorities and policies of OCA and provides ultimate financial oversight.

During 2022, we welcomed new Trustees and said farewell to others. Firstly, the Board-appointed Ashis Mondal from Action for Social Advancement in May 2022, to ensure increased Board-level representation of Farm Organisations and Implementing Partners. With Nanda Bergstein (Tchibo) and Isabelle Roger (Solidaridad Network) leaving their organisation in 2022, Johanna von Stechow and Tamar Hoek took over their OCA Board seats, respectively. The end of 2022 also marked the departure of Harsha Vardhan (H&M Group).

### OCA's Board of Trustees as of January 2023

Name	Organisation	Stakeholder Category
Keith Tyrell (Chair)	Pesticide Action Network UK	Civil Society
Matt Dwyer (Vice Chair)	Patagonia	Brand & Retail
Tamar Hoek (Treasurer)	Solidaridad Network	Civil Society
Germán García Ibáñez (Secretary)	Inditex	Brand & Retail
Anita Chester	Laudes Foundation	Philanthropy
Punit Lalbhai	Arvind	Supplier & Manufacturer
Hammad Naqi Khan	WWF-Pakistan	Farmer Organisation & Implementing Partner
Ashis Mondal	Action for Social Advancement	Farmer Organisation & Implementing Partner
Johanna von Stechow	Tchibo	Brand & Philanthropy

OCA's Board of Trustees has one permanent sub-committee in the Governance and Nominations Committee (GNC). The role of the GNC is to develop and oversee OCA's Board nomination, governance policies and procedures. The GNC is chaired by Tamar Hoek and includes several board members, as well as representation by other OCA Contributors.

*The Organic Cotton Accelerator (OCA) is a foundation incorporated in the Netherlands, which does not have a profit aim.*

## Transparency and Ethics

OCA implements a range of policies to ensure that our team and organisational initiatives meet the highest levels of ethical conduct. All policies are made public on our [website](#).

### Complaints and Whistleblowing Policies

External complaints regarding any suspected infractions or irregularities in OCA's activities or conduct should follow the guidelines in the [OCA Complaints Policy](#).

**The Whistleblowing** Policy allows OCA's employees to report alleged irregularities for confidential investigation, without fear of prejudice, while providing clear steps and measures to resolve the issue.

### Safeguarding and Equal Opportunities Policies

OCA does not tolerate harassment, abuse of power or workplace discrimination in any form or for any reason. Our values and policies on this matter are outlined in [the OCA Safeguarding Policy](#) and [OCA Equal Opportunities Policy](#).

## Our Team

Our team drives the implementation of the strategic plan and makes day-to-day decisions to effectively operate and achieve strategic objectives set by the Board of Trustees. We are passionate about our work and dedicated to achieving the OCA mission. We are a truly international team, including individuals from 11 nationalities and expertise ranging from agronomy to climate science, procurement to communication, and finance to social research. In 2022 we warmly welcomed new team members in the Netherlands, India, and Pakistan, and we organised our first team meetup in three years, bringing everyone together in Amsterdam for a week of learning, exchange, and team building.

*"When I joined OCA in 2022, my goal was to add further value to the positive impact OCA aims to achieve in South Asia. I'm happy to see what we accomplished last year. We were able to deepen our interventions within-conversion farmers and intensify capacity-building initiatives, seed trials, and seed production initiatives. I am keen to see our efforts towards rolling out the Organic Cotton Training Curriculum bear fruit in India and Pakistan, with more organic cotton farmers empowered with sustainable, regenerative agricultural practices, becoming more self-sufficient and resilient. Working with OCA has been inspiring and motivating, and I am proud to be part of a group that shares the same passion and values."*



Jyoti Sharma, Head of Region for South Asia

*"I joined OCA because I wanted to work closer to the realities on the ground. I strongly connect with the positive impact OCA aims to achieve at the intersection of rural development and sustainable livelihood. Working with the team has been truly inspiring and motivating, and I am proud to be part of a group that shares the same passion and values. I look forward to contributing to our mission of creating a more sustainable and equitable future for all!"*



Leandro Viecili, Partnership manager

## Our Values

Our values are at the heart of everything we do at OCA.

### We are honest.

Challenging the status quo if it's not fair for all.

### We are inclusive.

Success can't happen alone.

### We are enterprising.

Using innovation as a force for good.

### We have grit.

Failure only happens when we stop trying.

## Thank You

Our impact would not have been possible without all the farmers, Contributors and partners who were part of our story in 2022. Thank you!

The continued support for our mission with more organisations joining OCA each year is incredibly encouraging. Together, we can accelerate the transition towards a more sustainable and equitable organic cotton sector!

### Founding Partners



### Contributors



### Partnering Seed Producers



# Join OCA

OCA is working towards a future where each farmer switching to organic cotton creates a ripple effect of positivity: farmers earn more, and their land and soils are fertile for future generations. Join OCA and become part of this systemic change! You can support OCA by becoming a Contributor, an Implementing Partner, or a Funding Partner. Let's unleash the potential of organic cotton, together!

## We Invite You to Become a:

### Contributor

If you are a brand, retailer, supplier, or manufacturer on the path towards sourcing organic cotton sustainably, we invite you to join our platform as a Contributor. We equally welcome farmer organisations and civil society organisations that share our goal to become Contributors and join us in our mission. As an OCA Contributor, you are part of a platform which delivers a measurable positive impact on farmers as well as our planet. You contribute to improving farmer livelihood and building a more resilient supply chain by actively participating in OCA Programmes and our governance. By becoming an OCA Contributor, you are joining a diverse community of committed experts who are setting the pace and benchmark for the entire organic cotton sector.

#### Become a Contributor

### Funding Partner

OCA Funding Partners are foundations, donors, philanthropic entities, or private individuals that wish to deliver systemic impact and lasting change for farmers through the transition to regenerative and organic agriculture and responsible supply chains. OCA is a reliable on-the-ground partner, delivering impact through its innovative programmes and providing data and evidence to illustrate results. Moreover, by supporting OCA you are contributing to the wider global Sustainable Development Goals, and tackling key environmental, social, equality, learning and transparency issues.

#### Become a Funding partner

### Implementing Partner

Implementing Partners play a vital role in supporting organic cotton growers on the ground with local expertise—including the provision of farmer training and capacity building—and access to critical inputs such as non-GM seed. As an OCA Implementing Partner, you have a seat at the table and engage with other key sector players. You are in contact with our private sector partners in the supply chain, opening new opportunities for growth and impact. Join our expanding agricultural network and help us make a difference in the lives of rural communities across India, Pakistan, and soon Türkiye and beyond.

#### Become an Implementing Partner



## Your Support Contributes to:

### A Healthier Planet

- Fertile soils and fewer GSG emissions
- Enhanced biodiversity on farms
- Improved water use and reduced contamination

### Better Income for Organic Farmers

- Higher income from organic cotton
- Increased diversity of crops and income streams

### Growing the Organic Cotton Supply

- Optimised yields
- More organic hectares of land

## Join OCA For a Sustainable Future

OCA is working towards a future where each farmer switching to organic cotton creates a ripple effect of positivity: farmers earn more, and their land and soils are fertile for future generations. Join OCA and become part of this systemic change! You can support OCA by becoming a Contributor, an Implementing Partner, or a Funding Partner. Let's unleash the potential of organic cotton, together!

### Join OCA Today





**ORGANIC COTTON ACCELERATOR**

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