

ORGANIC COTTON: AN OPPORTUNITY FOR TRADE



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Report analysing the global market for organic cotton fibre, textiles and clothing - gives a definition of organic cotton and 'fair trade' cotton; provides detailed figures for organic cotton production, trade, and consumption; presents the geographical markets for organic cotton fibre, textiles; describes the involvement of many large brands and retailers, and reviews organic cotton markets in the United States, Switzerland, Germany, United Kingdom and France; provides a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the organic cotton market worldwide; includes recommendations, and a bibliography (p. 48).

Descriptors: **Cotton, Textiles, Clothing, Natural fibres, Organic Products, Quality Standards, Fair Trade, United Kingdom, France, Germany, Switzerland, Market Surveys.**

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Note

The word ‘billion’ is used to mean a thousand million. ‘Tons’ are metric tons. The following abbreviations are used:

BCI	Better Cotton Initiative
CSR	Corporate social responsibility
EU	European Union
EUR	Euros
FCFA	Franc communauté financière africaine
FLO	Fairtrade Labelling Organizations International
GBP	United Kingdom pounds
GM	Genetically modified
GOTS	Global Organic Textile Standards
H&M	Hennes & Mauritz
ICM	Integrated crop management
IFOAM	International Federation of Organic Agriculture Movements
IMO	Institute for Marketecology
IPM	Integrated pest management
IVN	Internationaler Verband der Naturtextilwirtschaft (Germany)
JAS	Japan Agricultural Standard
JOCA	Japan Organic Cotton Association
M&S	Marks & Spencer
NGO	Non-governmental organization
NOP	National Organic Program (United States)
OTA	Organic Trade Association (United States)
PAN	Pesticide Action Network
USD	United States dollars
USDA	United States Department of Agriculture

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Introduction

This report analyses the global market for organic cotton fibre, textiles and clothing.

Chapter 1 gives a definition of organic cotton and 'fair trade' cotton.

Chapter 2 provides detailed figures for organic cotton production and trade, and for organic cotton consumption.

Chapter 3 presents the geographical markets for organic cotton fibre, textiles and clothing. It describes the involvement of many large brands and retailers, and discusses the five largest markets for organic cotton to date: the United States of America, Switzerland, Germany, the United Kingdom and France.

Chapter 4 comprises a SWOT analysis of the Strengths, Weaknesses, Opportunities and Threats of the organic cotton market worldwide.

Conclusions and recommendations are presented in chapter 5.

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