

# ORGANIC COTTON: AN OPPORTUNITY FOR TRADE



---

## ABSTRACT FOR TRADE INFORMATION SERVICES

ID=38341

2007

SITC-263 ORG

International Trade Centre UNCTAD/WTO

**Organic Cotton : An Opportunity for Trade.**

Geneva: ITC, 2007. v, 48 p.

Doc. No. MDS-07.121.E

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.**

EN

International Trade Centre UNCTAD/WTO, Palais des Nations, 1211 Geneva 10, Switzerland (<http://www.intracen.org>)

---

The designations employed and the presentation of material in this report do not imply the expression of any opinion whatsoever on the part of the International Trade Centre UNCTAD/WTO (ITC) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Mention of names of firms/institutions/associations does not imply the endorsement of ITC.

This technical paper has not been formally edited by the International Trade Centre UNCTAD/WTO (ITC)

ITC encourages the reprinting and translation of its publications to achieve wider dissemination. Short extracts may be freely reproduced, with due acknowledgement of the source. Permission should be requested for more extensive reproduction or translation. A copy of the reprinted or translated material should be sent to ITC.

**MDS-07.121.E**

## **Acknowledgements**

This report was written by Peter Ton, consultant on cotton.

## 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



## Contents

<b>Introduction .....</b>	<b>1</b>
<b>1.     Organic cotton and ‘fair trade’ cotton .....</b>	<b>2</b>
1.1   Organic cotton.....	2
1.1.1   Definition.....	2
1.1.2   Standards .....	3
1.1.3   Requirements for processing .....	3
1.2   ‘Fair trade’ cotton.....	4
1.2.1   Definition.....	4
1.2.2   Standards .....	5
1.2.3   Development of fair trade cotton.....	6
1.2.4   Organic and fair trade .....	7
<b>2.     The organic cotton market .....</b>	<b>8</b>
2.1   The history of organic cotton production.....	8
2.1.1   Trends in the 1990s .....	8
2.1.2   Trends between 2000 and 2005 .....	9
2.2   Organic cotton production.....	10
2.3   Organic cotton consumption.....	14
2.4   Organic cotton: an issue of large brands ? .....	15
2.5   Organic cotton processing .....	16
2.6   Retail of organic cotton items .....	17
2.7   Pricing and positioning.....	18
2.8   ‘Fair’ pricing .....	19
<b>3.     Geographical markets and large brands .....</b>	<b>20</b>
3.1   Geographical markets .....	20
3.2   Large international brands .....	20
3.3   United States of America.....	24
3.4   Switzerland .....	27
3.5   Germany .....	29
3.6   United Kingdom.....	31
3.7   France .....	33
3.8   Other markets .....	34
<b>4.     Future development of the organic cotton market.....</b>	<b>35</b>
4.1   Arguments in favour of expanding organic cotton.....	35
4.2   Arguments against expanding organic cotton .....	36
4.3   Opportunities .....	38
4.4   Threats .....	40
<b>5.     Conclusions and recommendations .....</b>	<b>42</b>
<b>References .....</b>	<b>48</b>



## 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.

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_23075](https://www.yunbaogao.cn/report/index/report?reportId=5_23075)

