

## Background

For many poor farmers cotton is a key cash crop in terms of their income generation and livelihood. In Africa, for example, 20 million people are dependent on cotton production. However, being dependent on cotton can influence the livelihood of families and even whole communities dramatically, if the market conditions change to the detriment of the cotton producers. Organic cotton production offers proven opportunities to reduce dependency on conventional cotton markets and help cotton growing communities to escape poverty. Its value is especially relevant in the current situation of unstable cotton prices on the world market, food price and hunger crisis and rising costs of conventional cotton production, including pesticide and synthetic fertiliser costs.

*Compulsory crop rotation* under organic standards together with additional on-farm-practices to improve diversity and stability of the whole production system *provide the chance* to generate more sources of income, as well as increase family and community food security. In this way *dependency on cotton* can be *reduced*, farm *income increased*, production risks spread and reduced and on-farm *biodiversity improved*. But this potential deserves further in-depth investigation.

### Market development for additional income sources for organic cotton farmers

PAN Germany and PAN UK's joint project Fibre, Food & Beauty for poverty reduction: Make it move (FF&B) funded by EuropeAid runs from 2008-2010 and works with African partners OBEPAB from Benin and ENDA Pronat from Senegal. It aims to raise awareness among European businesses, donors, NGOs and consumers and build *support for better market models to help reduce dependency on cotton among smallholders in developing countries*. It collaborates with Organic Exchange's Farm System Crops Market Development Programme.

In order to identify the current state of the production and marketing of crop rotation crops being produced within organic cotton projects an investigation has been carried out by Organic Exchange with PAN Germany and PAN UK. Analysis of the survey results will help to *conceptualise potential market models* for crops grown by organic cotton farmers.

## Objectives and outputs of the workshop

This workshop is an essential pioneer work and contributes to agenda setting and finding solutions. The aim of this business workshop is to take the first steps in identifying promising options to broaden the marketing of crops from existing and future cotton-based organic production projects. A related workshop for the NGO and donor sector will be held the day before to discuss social, environmental and ethical issues in current debates on smallholder livelihoods and ethical consumption.

Your company has nothing to do with cotton? But what about other products like sesame, soy, different beans and peas, herbs and spices, mangoes, groundnuts, cashew, bissap, sheabutter,...? *Perspectives of companies* active in the food and/or *cosmetic sector* and committed to fair sourcing are regarded as important elements to further elaborate the potential for smallholder cotton farmers to reduce their dependency on a single source of income. We want to

- *Identify* short and longer term *marketing options* for current organic cotton farmers in developing countries to benefit from better markets for food crops and other produce in their farming system.
- Discuss with business representatives and consultants *how to step forward* in realising new marketing options both for the benefit of Southern producers and Northern socially responsible businesses and ethical consumers.
- Raise awareness in the business sector of social, ethical and environmental debates and concerns among NGOs in the North and South relevant to cotton cash cropping, food production and smallholder livelihoods.

Outputs will be a report and recommendations from both business and NGO/donor workshops, which will feed into Years 2-3 of the FF&B project.

## Participation

A maximum of 40 participants are invited. Accommodation can be provided for participants who arrange this with the workshop coordinator in advance. Participation is free and includes drinks and meals during the workshop. Travel costs cannot be covered by the organisers.

## Agenda

10.00 - 10.15

Welcome coffee

10.15 - 10.30

Brief introduction in PAN and Organic Exchange work programmes on farm system crops

*Alexandra Perschau, PAN Germany and Simon Ferrigno, Organic Exchange*

10.30 - 11.00

What are farm system crops and why they are needed

*Davo Vodouhe OBEPAB, Benin*

11.00 - 11.30

Preliminary survey results, first conclusions and discussion with participants

*Liesl Truscott, Organic Exchange*

11.30 - 12.00

Local market approaches – the Example of Senegal

*Laure Brun, Enda Pronat, Senegal*

12.00 - 12.30

Export market approaches – Experience from SEKEM with non-cotton crops

*Christina Boecker, SEKEM, Egypt/Germany*

12.30 - 13.00

Logistics implications of exporting from small businesses in developing countries

*Doraliz Aranda, Organic Exchange, Paraguay*

13.00 - 14.00

Lunch Break

14.00 - 15.30

Thinking new partnerships: Opportunities and needs from different business sectors and investigations in reliable corporate communication

*Panel discussion on sourcing strategies, transparent partnerships and story-telling as communication tool*

15.30 - 16.00

Coffee Break

16.00 - 16.45

Continued discussion on matching southern projects and northern needs

16.45 - 17.00

Wrap up and good bye

## Registration

Registration via Email to  
workshop\_business@pan-germany.org

Please indicate in the email the details required below:  
Or fax this coupon until the *12th September 2008* to  
Fax +49-40-390 75 20

### My contact details

Name .....

Last Name .....

Organisation .....

Postal Address .....

.....

Country .....

Email .....

My contact details can be published in a participants list  
(please indicate):

Yes  No

I need accommodation support in Hamburg

No  Yes

If yes, please indicate dates:

24.-25.09.08

25.-26.09.08

24.-26.09.08

## Workshop Location

Nord-Event – Kultur und Gewerbespeicher,  
Kehrwieder 2-3, 20457 Hamburg

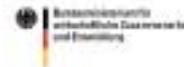
Directions how to get there and a local map will be delivered to  
registered participants by email a week before the workshop.

### PAN Germany

Project coordination: Alexandra Perschau  
Nernstweg 32, 22765 Hamburg, Germany  
Fon +49-40-399 19 10-0  
Fax +49-40-390 75 20  
Email: alexandra.perschau@pan-germany.org  
Internet: www.pan-germany.org

Photocredits: Helvetas, Jörg Böthling, Saro Ratter

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acknowledges financial support from:



CSR in a development context:  
Using crop diversity to reduce  
dependency on cotton and  
combat poverty

A one day workshop for businesses

25. September 2008 in Hamburg, Germany



OBEPAB

