



Organización de las Naciones  
Unidas para la Alimentación  
y la Agricultura



Instituto  
Brasileiro  
do Algodão



AGÊNCIA  
BRASILEIRA DE  
COOPERAÇÃO



GOBIERNO NACIONAL  
Jajapo ñande raperà ko'aga guive  
Construyendo el futuro hoy

# Organic Cotton

## Potential for Latin America

Translation of the presentation of Alexander Grisar  
during the Workshop *Cotton – Weaving opportunities in  
Latin America and the Caribbean*, Asunción 12.12.2016



Presentation of SOCiLA

Market development of cotton in Latin America

Organic cotton development in Latin America

Potential of organic cotton in Latin America

- Cotton and textile tradition
- Wide spread organic agriculture in the region
- Textile, fashion, design and confectioning strength
- The global sustainable development goals
- Global development of the organic cotton market
- Geographical advantages

The necessity of integrating the entire cotton value chain

## - Birth and History

2008: our company La Siesta produces its first organic cotton made hammock with yarn from Tanzania



2009: Alexander Grisar hands over La Siesta to his sons and starts the initiative SOCiLA for promoting organic cotton cropping in Latin America



2009-2016: traineeship in Peru and interventions in Argentina, Brazil, Colombia, Honduras, Mexico and Paraguay



2010-2015: concentration of efforts in Colombia culminating in experimental organic cropping test 2015 in 4 small farms on a total of 21 hectare in Tolima



## Project achievements

LA SIESTA



Arousing interest in the entire cotton value chain, as well as with regional and central governmental organisations



Production of a special edition GOTS certified hammock with the harvested cotton

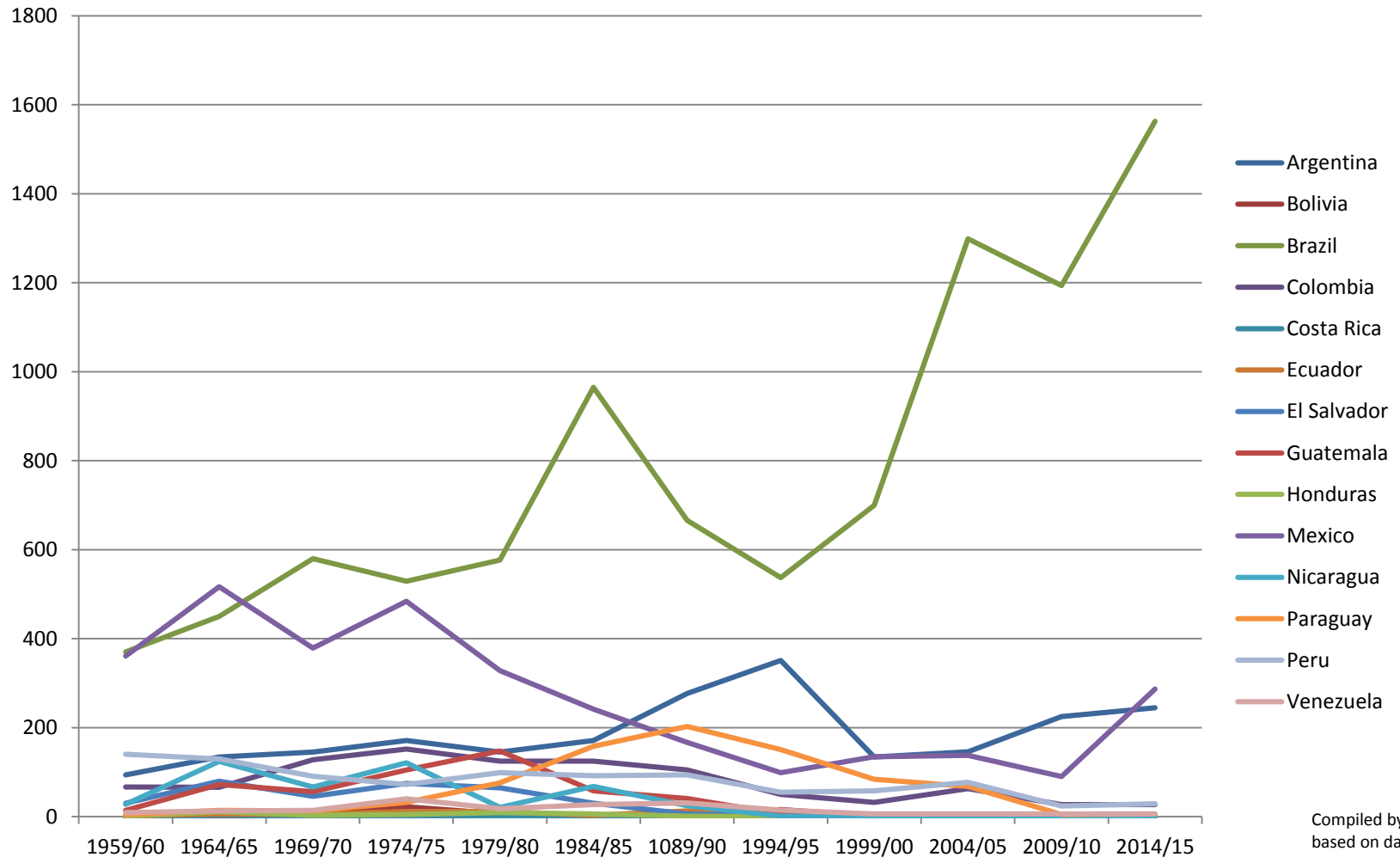


Organic certification of all of the 4 farms and the ginning plant



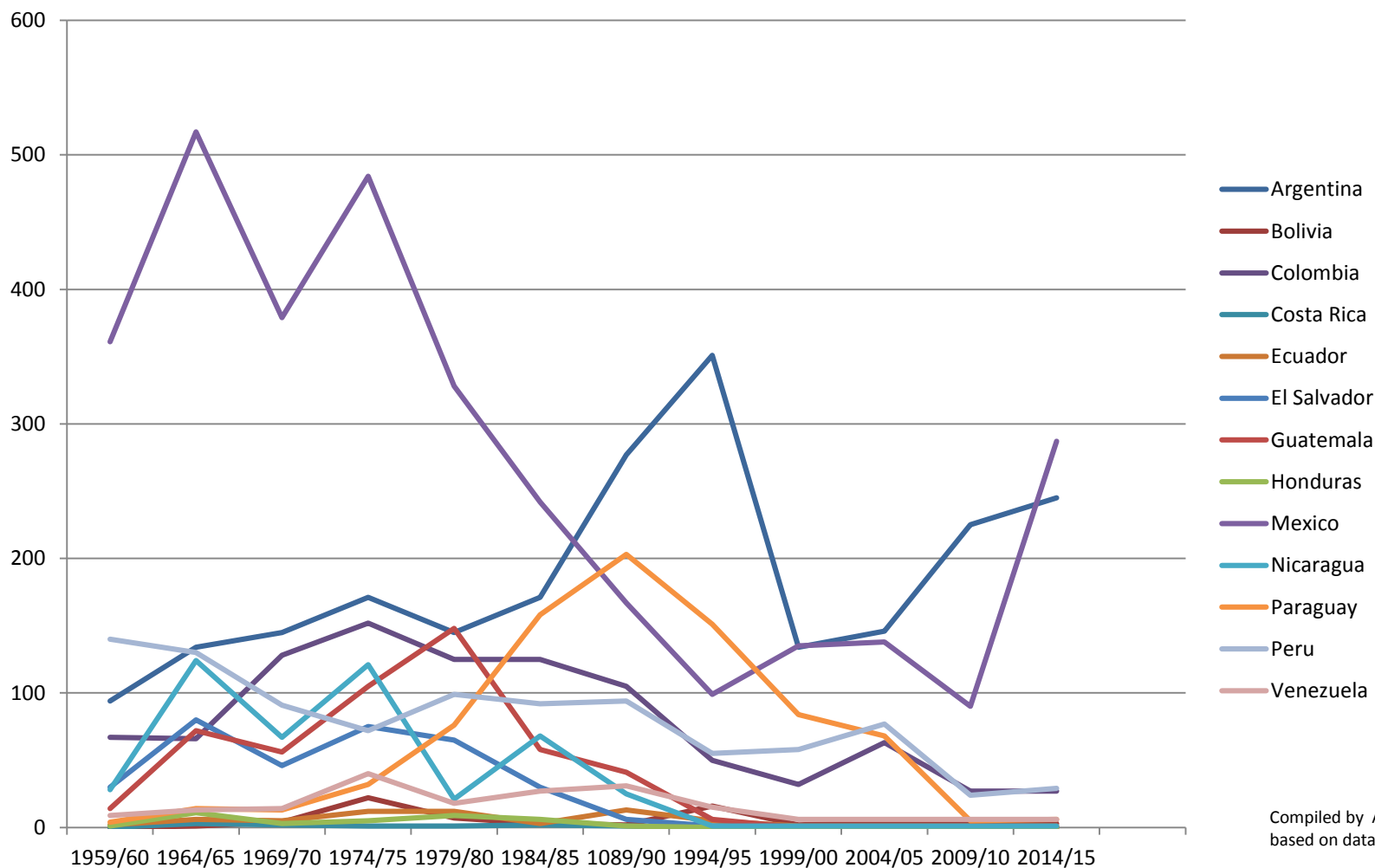
GOTS certification of the ginning plant and the textile mill

## Cotton Production in Latin America (1000 t)



Compiled by A. Grisar  
based on data of ICAC

## Cotton Production in Spanish speaking Latin America (1000 t)



Compiled by A. Grisar  
based on data of ICAC



## Cotton Production in Brazil versus the rest of Latin America (1000 t)



## Past and future cotton cultivation in Latin America

**Impressive growth in Brazil**

**Frightening declines in the rest of Latin America**

**There are no convincing arguments for such declines throughout the entire region**

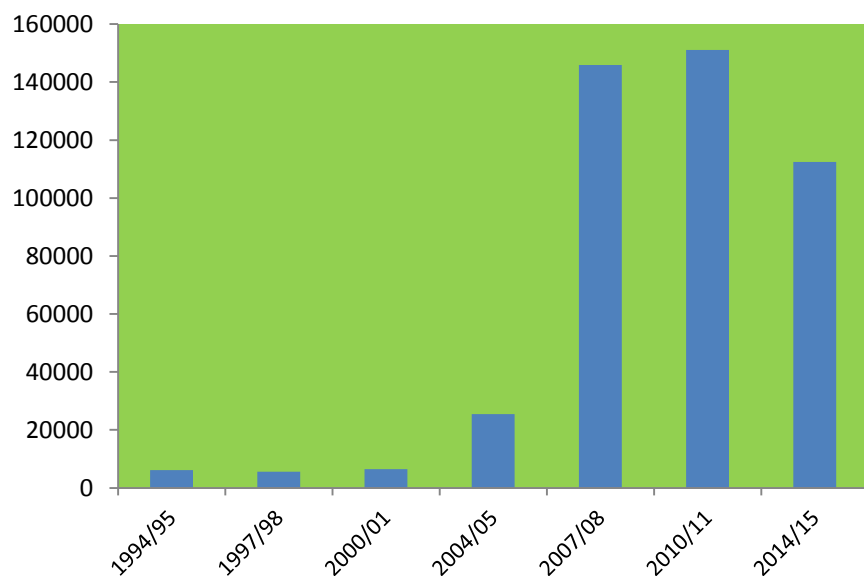
**It is recommended to analyse such phenomena in detail (scope for FAO?)**

**Challenge / opportunity for cultivating organic cotton in the region?**

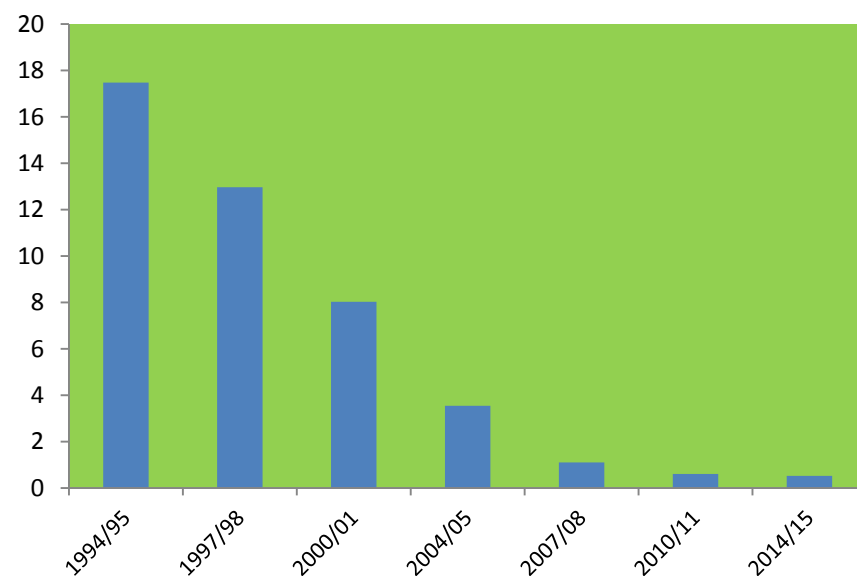


## Development of organic cotton production in Latin America

Global organic cotton production (metric tons)



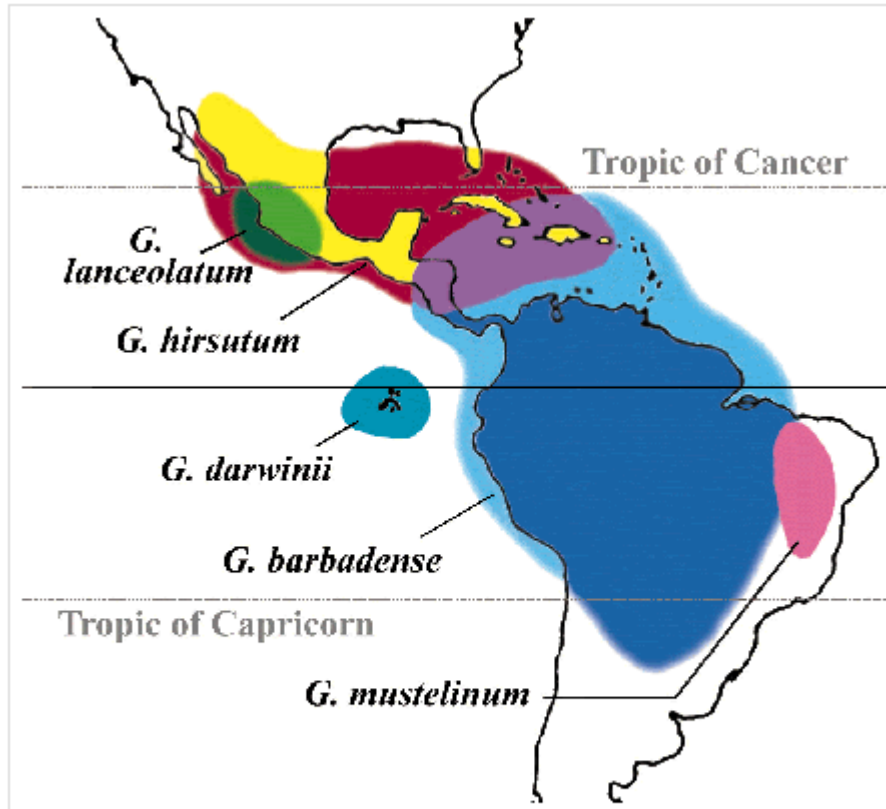
Latin American organic cotton production as percentage of global organic cotton production



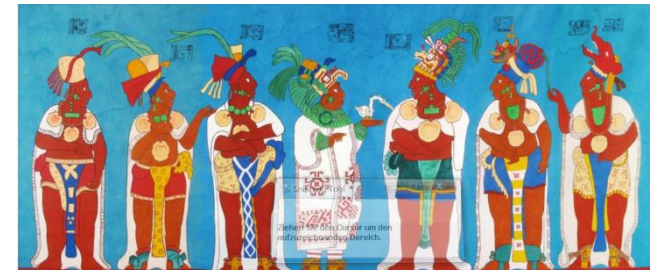
Compiled by A. Grisar based on data of Textile Exchange (TE) and the International Cotton Advisory Committee (ICAC)

Production of organic cotton in Latin America in the season 2014/15 amounted to a total of 576 metric tons, of which 553 tons were produced in Peru, 22 in Brazil and 1 in Colombia

## Cotton and textile tradition in the region



Las diferentes especies de algodón desarrolladas en Mesoamérica por los "Darwines" prehispánicos



Traditional textile artwork, Guatemala



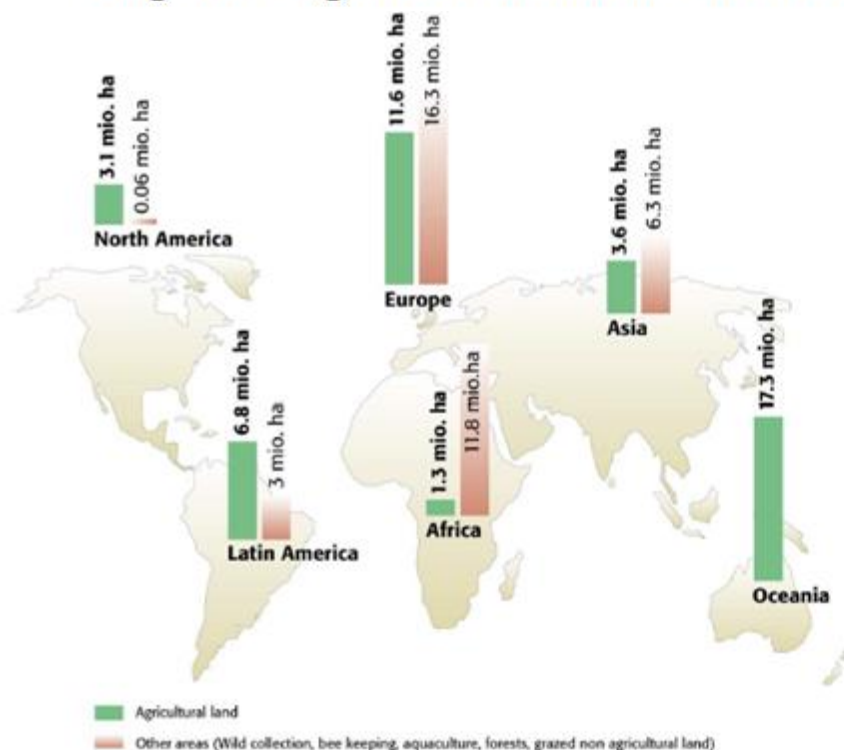
Textile artisans in Cuzco, Peru



Book of the French anthropologist Prof Dr Pierre Raymond on the cotton and textile culture of Charalá, Santander, Colombia

## Organic agriculture dissemination in Latin America – hectares cultivated organically

### Organic agricultural land and other areas 2014



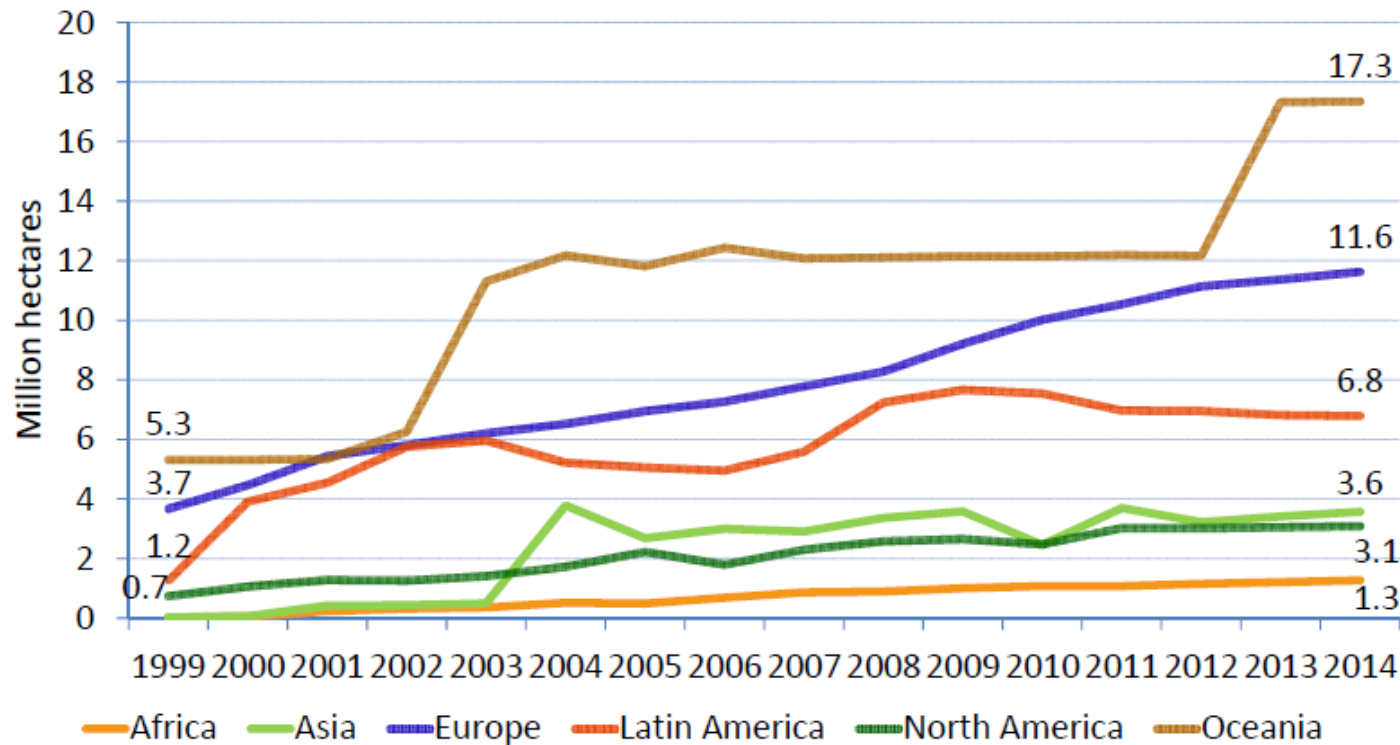
Organic farmland in Latin America				
	(1000 ha)	% del Global	Country range	Number of producers
Argentina	3.062	7,0	2	1.018
Uruguay	1.307	3,0	7	4
Brazil	705	1,6	12	12.526
Mexico	501	1,1	17	169.703
Peru	263	0,6	24	65.126
Bolivia	114	0,3	42	12.114
Paraguay	54	0,1	51	58.256
Ecuador	46	0,1	56	10.287
Nicaragua	34	0,1	62	10.660
Colombia	32	0,1	63	4.775
Honduras	25	0,1	67	4.989
<b>Total AL</b>	<b>6.785</b>	<b>15,5</b>		<b>387.184</b>

Source: FiBL Survey 2016, based on data from governments, the private sector and certifiers.

## Knowledge of organic farming in Latin America

### Growth of the organic agricultural land by continent 1999-2014

Source: FiBL-IFOAM-SOEL-Surveys 1999-2016





## Indigenous contribution to organic farming tools and traditions



Processo da Coivara : o mato é cortado, ateiam-lhe fogo e depois as mulheres fazem a plantação, servindo-se das cinzas como adubo.



Miguel Verú, Governor of indigenous protectorate of Pakandé, Tolima, speaking from his 'mother earth': 'that is our life'



Asociación para la Agricultura  
Biológico-dinámica de Argentina

AABDA has 14  
consultants and  
Demeter certifiers in  
Argentina



Carlos Brigard, Agricultural Engineer graduated in the US and specialized in direct seeding, spreading his knowledge in Putumayo and Tolima, Colombia



Exchange of experience on organic cotton cropping between Vandana Shiva (alternative Nobel Prize Award 1993) and the Arhuaco indigenous leader José Luis Rosado, Colombia



Presentation of Prof Dr Ernst Schimpff on the merits of Terra preta of the Brazilian Amazonas, University of Freising, Germany

## Textile and confectioning experience and sexy designers



### Latin America Textile Business Review (1st edition)

Textile Media Services has published the first edition of the **Latin America Textile Business Review**, a unique reference resource of the textile and apparel industries in Central and South America, as well as selected Caribbean countries including: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.

Written by Jozef De Coster and with more than 330 pages and over 311 illustrations, this definitive review provides timely information enabling manufacturers, consultants, buying and trading organisations, research institutes and associations to make critical decisions about new markets and sourcing opportunities in this rapidly developing region.

Published in September 2012, the first edition of the **Latin America Textile Business Review** includes the latest available statistical information on the textile and apparel industries in the region.

The Guardian reports that the Colombian designer Daniel López with his 'Amaranta Creative' impresses London's fashion world



Guardian Professional, Monday 9 September 2013 14:53 BST



The highest building of Medellín, Colombia, in the form of a needle shows the strength of the city's textile sector



### ¡MIRANDA en COLOMBIAMODA 2016!

Entre el 26 y 28 de Julio, se celebra en Medellín la feria de moda más importante en Latinoamérica: "**Colombiamoda**". En esta semana el centro de eventos **PLAZA MAYOR**, se llena de color, alegría y mucha música, donde aproximadamente 60.000 personas disfrutan de la diversa programación de la feria.

Colombiamoda and Colombiatex, two fashion and textile fairs with widespread international coverage

## ECOTEXTILE NEWS

The environmental magazine for the global textile supply chain

ISSN 1472-1775. PUBLISHED MONTHLY. OTHERS AVAILABLE ON DEMAND.

Published on Thursday, 12 May 2016

### Honduras aims to become sustainable textiles hub

Written by John Mowbray



The president of Honduras, Juan Orlando Hernández, states during the 'Copenhagen Fashion Summit', May 2016, in an interview with John Mowbray of Ecotextile News that his country plans to become the sustainable textile hub of the region

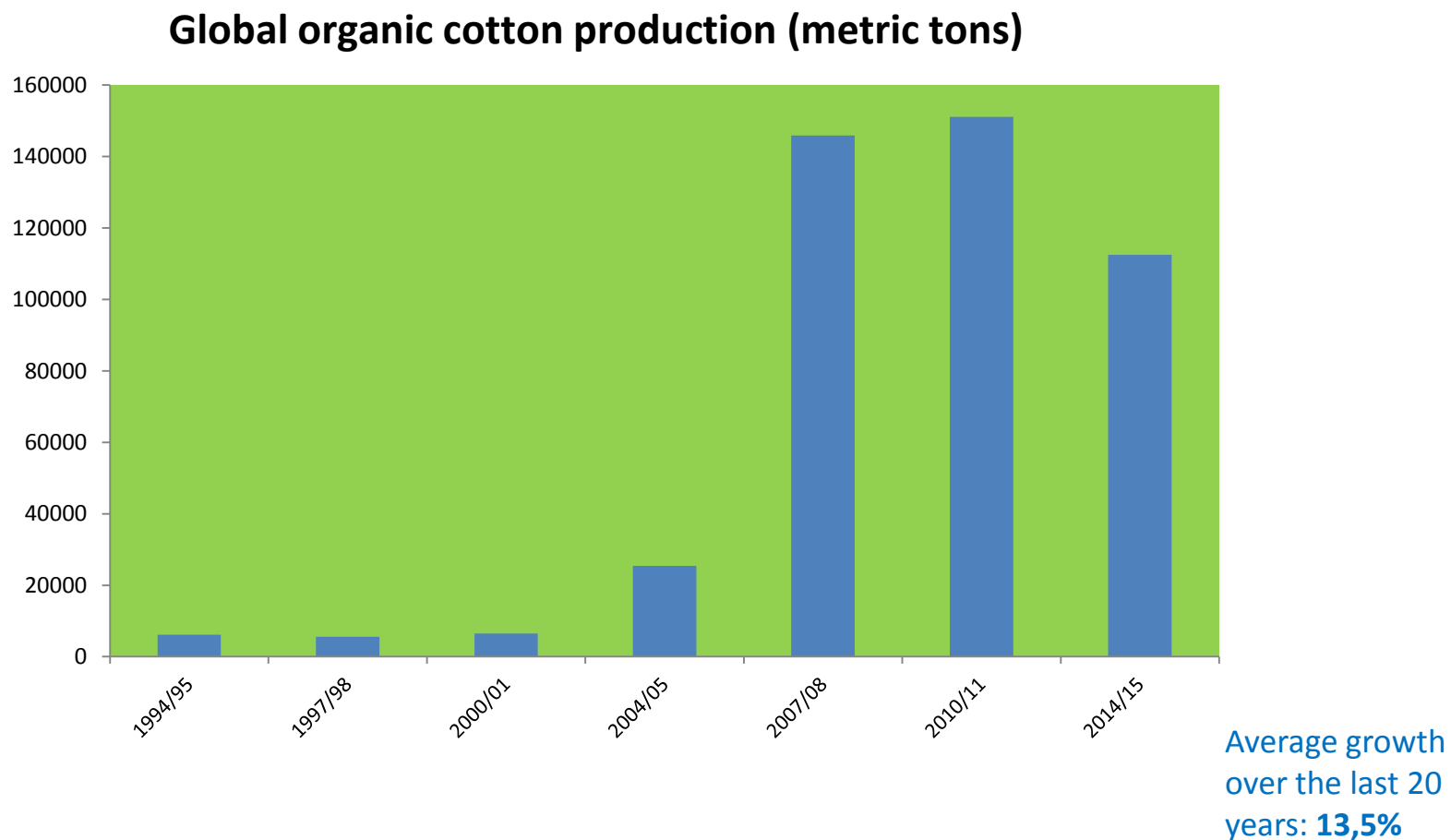


The United Nations Sustainable Development Goals will globally enhance organic cotton cropping - the conversions to organic cropping and increased sustainability measures of the textile and fashion sector will contribute 😊 to 12 of the 17 goals



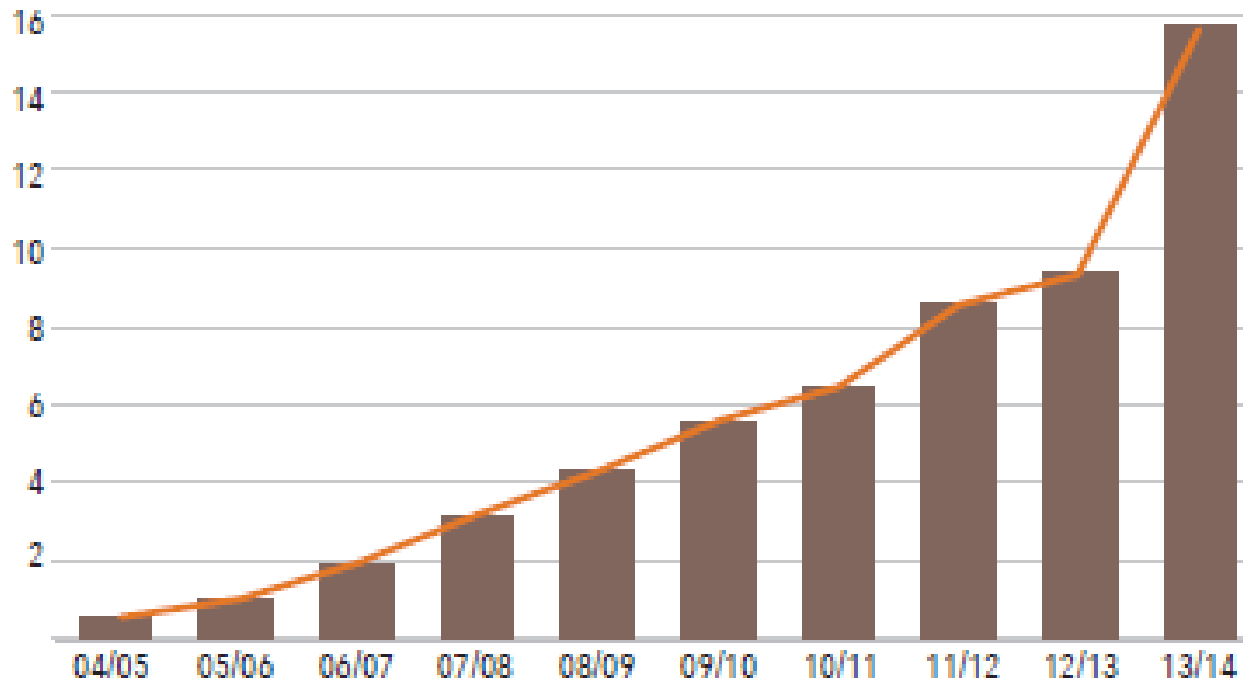


## Development of organic cotton production



## Global development of sales of organic cotton products (apparel and home textiles)

### Market Value Trend (USD/billion)



Total 2013/14:  
USD 15,7 billions

Europa share  
44 %  
USD 6,9 billions

US share.  
31,5 %  
USD 4,9 billions

Average growth over  
the last 9 years:  
**43 %/year**

Textile Exchange Market Report 2014

## The gap between demand and supply of organic cotton caused

that global brands promote and are in search of further organic cotton cultivation projects

the creation of organizations like **Textile Exchange**, **Organic Cotton Accelerator**, **CottonConnect**, **Cottoned on** (Soil Association), **Organic Cotton Platform**, **Cotton 2014** (Forum for the Future) and **Textilbündnis** (German government)

that development agencies are participating or inclined to participate in organic cotton projects - **ABC**, **FAO**, **Solidaridad**, **SECO**, **Helvetas**, **BID**, **IFC**, **BMZ**, **GIZ**, etc.

consciousness that the geographic dissemination of organic cotton cropping has to be tackled as to

- avoid dependencies of supply from only one or even a few countries
- shorten transport distances
- enhance local textile and fashion enterprises and create possibilities for them to enter into new markets

## Far East producers – competition and challenges



Labour costs



forces to search  
for



market niches



Organic cotton products are **still**  
**market niches**

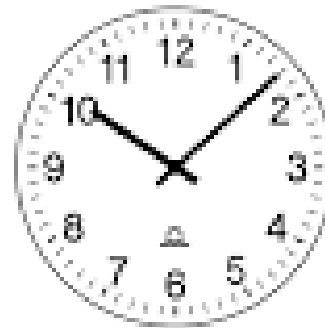
## Far East producers – competition and challenges

Closeness to the American market

Sea transports 1 - 3 weeks shorter



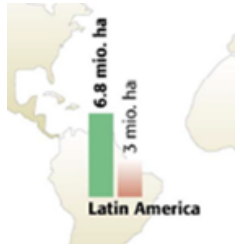
Similar working hours



Ease of communication



## Summary - Advantages of organic cotton throughout the value chain



Cotton and textile tradition

Organic farming know-how

Strong textile industry, confectioning and fashion sector

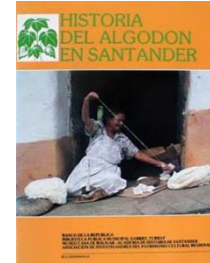
Global Sustainable Development Goals



Huge marked growth

Vicinity to the US market

Organizations willing to help



## How can we make use of these potentials?

### IT REQUIRES EFFORTS OF THE **ENTIRE VALUE CHAIN**

We cannot expect the farmers to produce organic cotton by their own without giving them at least purchase guarantees

We cannot expect financial assistance by development aid organizations if we do not initiate projects on our own. Smart projects do, however, have good chances of finding financial supports

We cannot expect that big brands come to us requesting for projects – there are many project proposals they can choose from. Good Latin American initiatives do, however, have a good chance to get support from such brands

Joining effort within local value chains in the creation of projects is basic for its success







Organización de las Naciones  
Unidas para la Alimentación  
y la Agricultura

**IBA** Instituto  
Brasileiro  
do Algodão



**TETÁ REKUÁI**  
**GOBIERNO NACIONAL**  
Jajapo ñande raperà ko'aga guive  
Construyendo el futuro hoy

# **COTTON WEAVING OPPORTUNITIES FOR LATIN AMERICA AND THE CARIBBEAN**

**IDEAL EVENT FOR CREATING NEW**

# **ALLIANCES**



THANK YOU!