

SECTION 8
PROCESSING &
MARKETING

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JOHN DEERE

<110...POSITIONING BMP COTTON

Fountain Set Limited

Our delegation then met with Fountain Set representatives. Fountain Set own spinning mills in China that provide approximately 25 per cent of their yarn requirements. Most of their sales are knitted fabric and they produce UKE30 million pounds of fabric per month. Fountain Set use 80 per cent cotton with 30 per cent of their lint cotton bought from Australia. They also currently use an organic/non-organic blend. Fountain Set were interested as to whether BMP has better environmentally sustainability credentials than organic.

Giordano Group

The ACSA delegation then met with Giordano Group representatives. Giordano has 18 stores in Hong Kong and China and expressed a belief that Australia and Canada have a good environmental image that consumers are aware of. Giordano believed the Australian cotton industry has good credibility and expressed a desire to work together in the future on promoting BMP Cotton to their customers.

Key points and take home messages

Both Esquel and Giordano were very interested in BMP Cotton. In fact, Giordano suggested a trial line in the Giordano concepts lines. This invitation will of course be rigorously pursued.

Japan

Meetings and seminars

Our delegation hosted 43 people in the Osaka ‘Retailer BMP Cotton’ seminar, made up of local and national media, the Japan Cotton Traders Association, spinners, traders, apparel traders, and retailers. The same seminar attracted 30 guests in Tokyo, mostly made up of brand owners and retailers. The audience in both seminars had a genuine interest in what we are trying to achieve. All attendees were interested in sourcing BMP cotton for its sustainability credentials.

We also took the opportunity to have dinner with agents. The agents announced that they would much prefer to be trading BMP style as opposed to organic due to the very low volume of organic that is traded.

Key points and take home messages

Like Hong Kong, there is genuine interest in Japan for a cotton that has ‘enviro-friendly credentials’. Traceability of BMP is a big hit in Japan and is now even being promoted at the food level. We talked a lot about traceability of BMP Cotton although no formal domestic frame work is currently in place.

In terms of the thrust of what we were trying to achieve with these ‘Retailer BMP Cotton Seminars’ I think most participating members would agree that the result was better than expected. Individuals were genuinely interested but the need for follow up and further education was a common theme.

Cotton BMP recognised by Queensland Government

In a landmark agreement, the Queensland government has recognised the cotton industry’s BMP program as an alternative to developing a statutory land and water management plan.



Cotton Australia Chair Joanne Grainger with Queensland Minister for Natural Resources and Water, Craig Wallace.

The agreement allows cotton farmers certified to all seven modules of the BMP Program to provide a copy of their BMP certificate to the Queensland government, in lieu of developing and submitting the statutory plan.

“This is an enormous vote of confidence in the cotton industry’s voluntary approach to environmental management and clearly demonstrates cotton growers’ ability to manage their land and water resources in an efficient and sustainable manner,” Cotton Australia Chairman, Joanne Grainger said.

“Not only will this agreement save cotton farmers time and money, it will demonstrate real value in participating in the BMP program and encourage more growers to become BMP certified,” she said

Cotton Australia is aware of a significant number of cotton growers who have been watching the progress of these negotiations with keen interest, preferring to meet their legal obligations via the industry pathway. Now that the agreement has been signed, work will commence in certifying these growers.

The agreement applies to cotton growers who have been identified by the State Government as having triggered the need for a statutory Land and Water Management Plan.