

Cotton seminar: Improving productivity and value addition in Africa

Matthias Knappe
Senior Officer &
Programme Manager, Cotton, Textiles & Clothing
International Trade Centre (ITC)



Working on value addition and quality improvement

VALUE ADDITION

- Improving the fibre i.e. **QUALITY**
 - Improving the fibre
 - Certification
 - **Contamination reduction**
 - **Influencing the quality perception**
- Developing by-products
- **Processing the fibre**
- **Empowerment of farmers to make their own decisions**

Contamination reduction: partnership with spinners

Bring your client on board to solve your and his problem & produce a quality cotton s/he prefers



Reducing cotton contamination at gin level

- Sensitization and training on contamination reduction techniques and procedures at gin and buying post level
- Trained more than 4500:1,886 ginnery operators, owners and managers, buying agency and some farmers
- Results: (i) sorting of contaminants at feeding point introduced.
(ii) bale break opening exercised regularly
(iii) use of buckets for collection of contaminants.
- Cooperation with TCB to reach out to farmers
- South-south cooperation: India's ginnery grading system



Influencing the quality perception: working with buyers from the start

- Reputation of African cotton is more contaminated than the cotton
- Understanding cotton demand, supply and the cotton value chain
- If you know your customer you get quality feedback and can improve
- Reinstall the quality perception of hand-picked cotton
- Learning from within Africa; West and Central Africa is leading

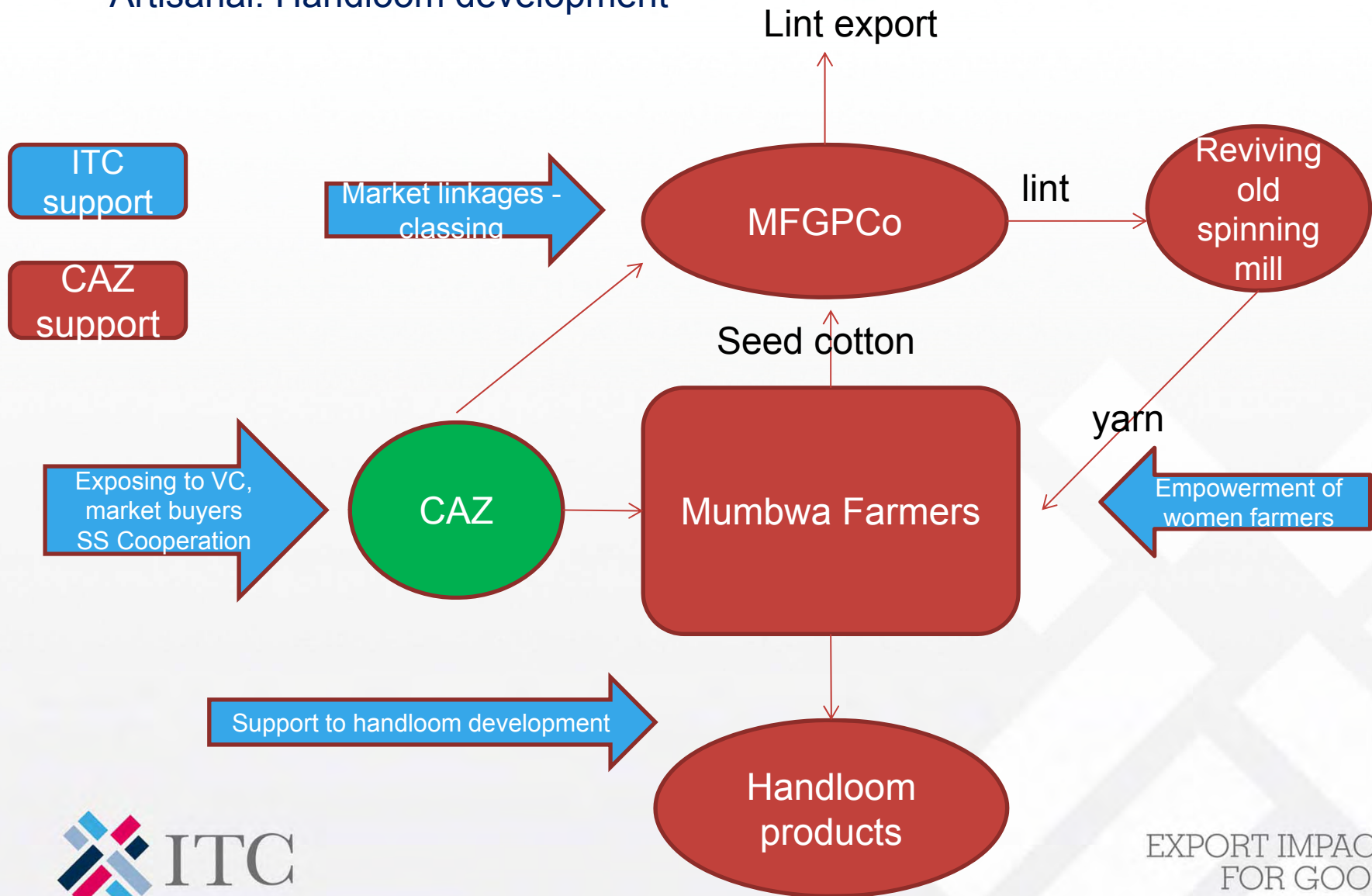


Empowerment of farmers to make their own decisions leads to higher productivity, quality and value addition

- Yields are the lowest in Africa (ESA about 208 Kgs/ha in 2012/13)
- Farm support is necessary but not sufficient as farmers move in and out of cotton
- Sufficient condition: socio-economic empowerment of farmers
 - Understanding the market
 - Understanding the value chain
 - Understanding what other farmers around the world do
 - Understanding value addition
 - Understanding on how to complement cotton farming
- As a result farmers will less easily move out of cotton again
- Farmers regard cotton more than a farm-level activity

Processing the fibre

- Industrial: attraction of investment – regional approach ?
- Artisanal: Handloom development



THANK YOU

Matthias Knappe

www.cottonguide.org

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