

**Organic cotton -  
Combining consumer's  
concern and poverty reduction**

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**Introduction:**

**The topic of the Day:**

**Integrated value chains**

**What is an integrated value chain?**





**A historic value chain:**

**Onion rings sold by the farmers in the  
city of Berne**

# **Value chains and globalisation**

**Globalisation makes the  
relationship between  
producer and consumer  
anonymous**

# Value chains and globalisation



**Globalisation makes the relationship between producer and consumer anonymous**



# **Organic cotton value chains**

- **Linking all members in a complicated value chain and getting them out of anonymity**

# Organic cotton value chains

- **Linking all members in a complicated value chain and getting them out of anonymity**
- **Being competitive and relate to each other with a human face**



cotton seeds



ploughing



harvesting



ginning



spinning



dyeing



printing



stitching



marketing

# Organic cotton value chains

- **Linking all members in a complicated value chain and getting them out of anonymity**
- **Being competitive and relate to each other with a human face**
- **In short: combining consumer's concern and poverty reduction**