COTTON CONNECT

REIMAGINING THE FUTURE FOR SUPPLY CHAINS

COTTONCONNECT REEL REGENERATIVE

The REEL Regenerative Code represents a system of farming practises that intend to increase agrobiodiversity, enrich soils, improve water management and enhance ecosystems services. It offers a long-term sustainable farming system that provides resilience against climate instability, diversified incomes and better livelihoods for farmers.

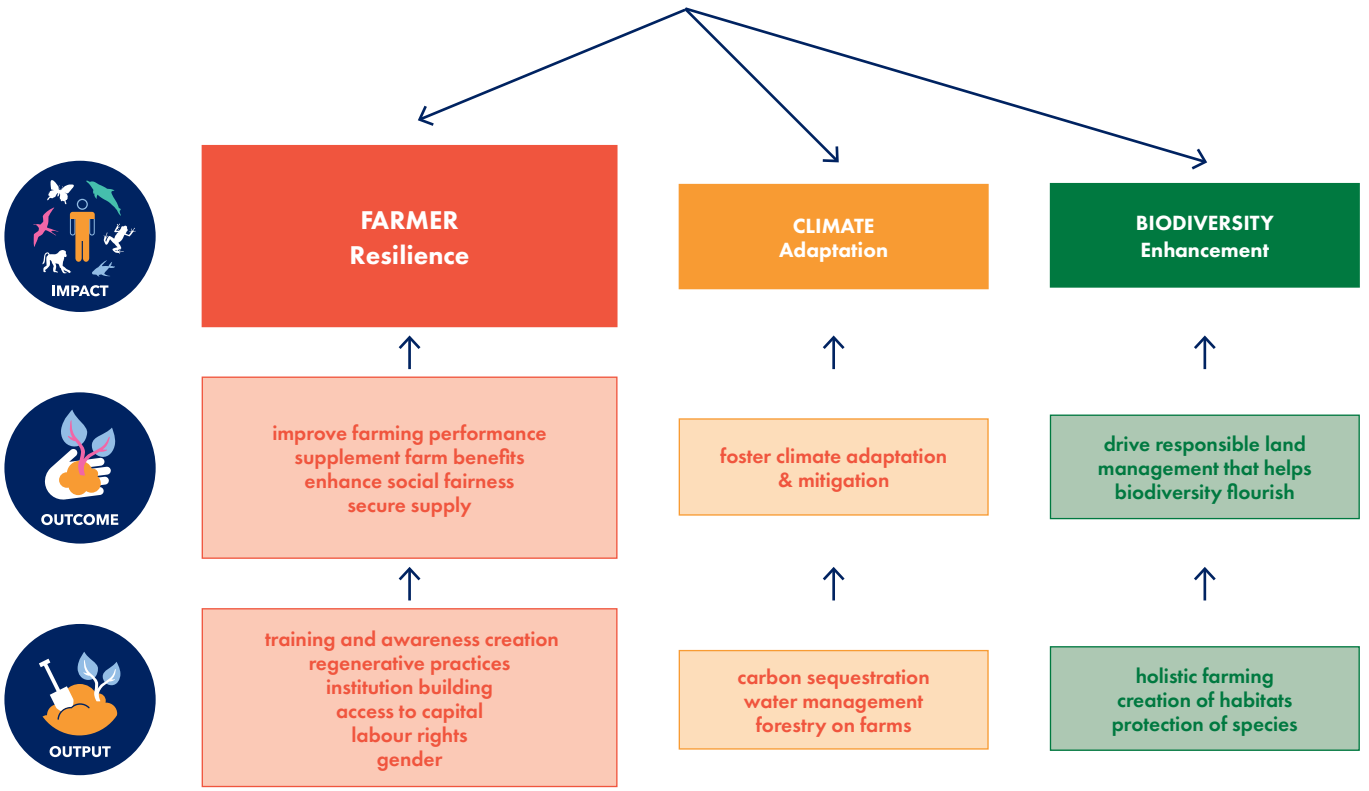
The REEL Regenerative Code supports farmers transitioning to more holistic farming systems, increasing soil health, diversifying incomes, encouraging biodiversity, reducing green house gas emissions and sequestering CO2.

We use the power of nature to improve crop yields, reduce input costs and diversify incomes for farmers, their families and entire farming communities.

This is a natural extension to our current work on the REEL Cotton Code which protects the environment through sustainable agricultural practices in cotton farming.

Theory of Change

Regenerative **E**nvironment **E**nhanced **L**ivelihoods



BENEFITS OF REGENERATIVE AGRICULTURE

- Enhanced soil health improves water efficiency and increases resilience to climate change impacts such as drought and flood.
- Reduced chemical fertiliser and pesticide use reduces ground water and drinking water pollution.
- Decreased input costs leads to higher profit margins for farmers.
- Incorporating agro forestry to enhance agrobiodiversity, reduces agricultural run-off, guards against soil erosion and enables farmers to mitigate climate change.
- Diversified incomes increase farmer economic resilience and their responsiveness climate impacts.
- Agricultural genetic diversity is a basic insurance against crop and livestock disease outbreaks and crops become more resistant to pests and disease.

"I am focusing on animal welfare, practicing botanical preparation of pesticides, and tree plantation on field borders. The soil fertility of our agricultural land is now gradually improving and we see a better quality cotton crop, healthy children and livestock."
Rupsingh, a farmer enrolled in the Organic Regenerative pilot programme from Malsigh Village, Chotiyakhedi, India

"When farmers plant sorghum alongside their cotton, for example, it attracts birds back to the fields. They eat the larvae of the bollworm from the cotton crop. This reduces the need to use pesticide which, in turn, encourages the honeybee to return. Now, bees are building their hives in cotton crop fields. Farmers can harvest honey as well as cotton, giving them extra income throughout the year."
Mr. Arif Makhdum, CottonConnect Country Manager, Pakistan.

EXAMPLES OF REGENERATIVE AGRICULTURE PRACTISE

- Maximizing crop diversity through sowing crops for consumption and new income sources such as potato, maize and lentils.
- Using cover crops and compost, biochar, and animal manures to further increase soil fertility.
- Employing crop rotation, which plays a critical role in trying to mimic the natural diversity of native plant balances.
- Reducing tillage to provide better soil structure for plants to grow.
- Training to create natural compost, biofertilisers and biopesticides to rebuild depleted soils.
- Implementing agroforestry which provides habitat for native flora and fauna.
- Reintroducing livestock to agricultural crops gives natural opportunities for nutrient cycling.
- Training to select seeds which need less water and are resistant against climate extremes.

DEVELOPMENT OF THE CODE

The Code was trialled in 2021 with farmers in India and Pakistan and will benefit from third party verification provided by FLOCERT.

To download the **REEL Regenerative Code for Cotton**, visit: **www.cottonconnect.org/sustainable-practices**

CottonConnect is a company with a social purpose to re-imagine the cotton supply chains and help textile producers and farmers enjoy better livelihoods.

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