

Source JUST STYLE October 3, 2023

## Better Cotton accounts for almost quarter of global cotton production

As Better Cotton prepares to launch its new traceability solution next month, the non-profit reports that 22% of global cotton production was Better Cotton in the 2021-2022 season.



The Better Cotton initiative has published its yearly report for the 2022-23 season. Credit: Shutterstock.

In the *Better Cotton 2022-23 Annual Report* CEO Alan McClay shares it's an exciting time for the cotton farming initiative.

He explains Better Cotton accounted for 22% of global cotton production in 22 countries last year across 22 countries with its programmes reaching 2.8 million farmers, including more than 2.2 million Better Cotton licensed farmers.

In January this year (2023) [Uzbekistan, which was declared forced labour-free in March 2022, joined the list of countries implementing a Better Cotton Programme](#), with McClay describing it as a “positive change” for the world’s sixth-largest cotton production nation.

[The latest revision of Better Cotton’s Principles and Criteria \(P&C\)](#) is described as being at the the core of its efforts in 2022 and plays a vital role in helping the organisation and its partners work towards the five Impact Targets outlined in its 2030 Strategy.

McClay explains he has “every confidence” that the six principles of management, natural resources, crop protection, fibre quality, decent work, and sustainable livelihoods, are supported by Better Cotton’s cross-cutting priorities of gender equality and climate change mitigation and adaptation will continue to deepen the initiative’s impact and improve the future of its farming communities.

These targets also aim to improve soil health, reduce pesticide use, decrease greenhouse gas emissions, empower women in agriculture, and bolster smallholder’s livelihoods.