



Organic Cotton Traceability Pilot



ORGANIC COTTON ACCELERATOR

# A group of frontrunners have joined forces through a shared vision to create a prosperous organic cotton sector

## Our Vision

The Organic Cotton Accelerator (OCA; “oak-ah”) focuses on creating a prosperous organic cotton sector that benefits everyone—from farmer to consumer.

## OCA Affiliates, Partners and Supporters

### Global Affiliates



### Partners and Supporters



# What is the Organic Cotton Traceability Pilot?

## Overview of the Organic Cotton Traceability Pilot

### What is it?



A multi-stakeholder effort to explore promising opportunities for traceability within the organic cotton sector.

### Aim



To test the robustness of various verification technologies, and the operational and technical limitations of a farmer-to-consumer traceability system for cotton.

### Activities



- A feasibility study that included a laboratory analysis in the US and a field test in India.
- Field testing has been conducted in the cotton supply chain in India and point of sale in Europe.

### Timeline

September 2018 – November 2019



# Who is the Organic Cotton Traceability Pilot?



Partners

**C&A Foundation**



Lead Technical Partner



Supporting Technical Partners



**Haelixa**



**CoreBiome**

Supporting Partners



# Innovative marker technologies combined with blockchain technology provides opportunities for traceability



## Marker Technologies



QR Code tagging



NFC tagging



Invisible fluorescents



Visible fluorescents



Synthetic DNA



Microbiome Analysis

## Blockchain Platform

SaaS platform providing blockchain traceability and quantifiable measurements for sustainability.



## Results... so far



Full lab results from feasibility study were positive



Field testing results are also encouraging (sampling is still ongoing)



**It is possible to trace back to farm gate!**



# OCA's Textile Traceability Task Force will build upon the findings of the Organic Cotton Traceability Pilot



## Questions still remain...



Blockchain is one piece of the puzzle, but which piece?



How can on-product markers be integrated into the supply chain?



Where is the business case for traceability?



How can a traceability system be integrated into the organic cotton sector?



## Textile Traceability Task Force



**Why:** Address integrity, sustainability & reputational challenges in organic cotton



**Who:**

H&M

INDITEX

EILEEN FISHER

TextileExchange

patagonia®

FASHION FOR GOOD

*And more...*



**Purpose & Objective:** To develop a comprehensive and harmonised traceability vision and roadmap for the organic cotton sector

## Our approach to traceability...



Collaborative & inclusive



Building upon existing initiatives



Long-term scalability

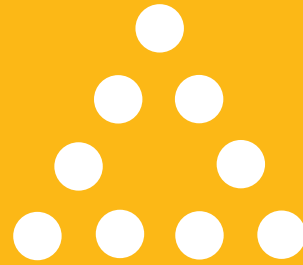


Systemic vision & framework



Understanding of the end goal





Thank you!

Let's Grow the Future Together